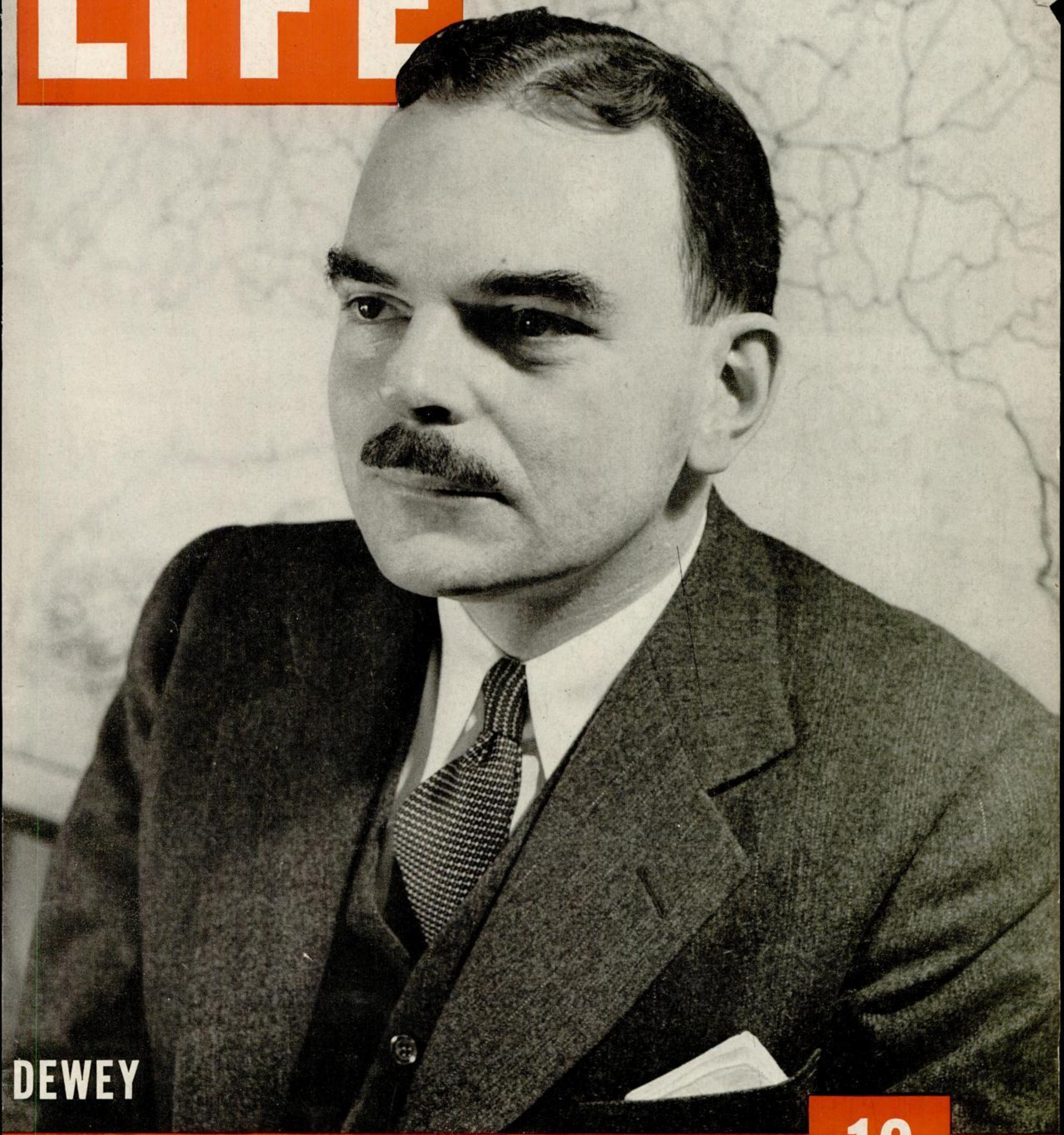


LIFE



DEWEY

SEPTEMBER 18, 1944 **10** CENTS
YEARLY SUBSCRIPTION \$4.50



QUALITY CRAFTSMANSHIP STYLE

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100% VIRGIN WOOL
© J. W. Co.

A Page is Turned—
A Child's face Brightens.

A young Imagination stirs to Life,
Reaches out to touch some far Tomorrow.



And we see this Child a Woman—Alert and
Smiling—with a Smile that owes much
to her lifelong use of Ipana and Massage.

LET YOUR imagination soar, Child. Let that ever-questing young mind reach out to touch and examine everything in life.

For to you, and to all of young America, the door to the future is open wide...to develop your talents, your abilities to the utmost.

To let you face the future alert and *smiling*...

Yes, *smiling*! For today, the smiles of young America are guarded with care. In classrooms all over the country thousands of children are being taught a lesson in dental health many adults have yet to learn—the importance of firm, healthy gums to bright, sparkling teeth and attractive smiles.

These youngsters already know that soft, creamy

foods deprive our gums of work and stimulation. They know that our gums tend to become soft and tender—and often signal their sensitiveness with a tinge of "pink" on the tooth brush!

"Pink Tooth Brush" is a warning!

If your tooth brush ever "shows pink"—see your dentist. He may tell you that your gums have become sensitive because of today's soft foods. And, like so many dentists, he may suggest "the helpful stimulation of Ipana and massage."

For Ipana Tooth Paste is designed not only to clean teeth but, with massage, to aid the gums. So, each time you brush your teeth, massage a little

extra Ipana onto your gums. Circulation quickens in the gums—helps them to healthier firmness.

Start today with Ipana and massage—for brighter teeth, firmer gums, a lovelier smile.



Ipana Tooth Paste

Product of Bristol-Myers

HE DIDN'T WANT TO RETIRE.
PRO-PHY-LAC-TIC ISN'T BUYING
HIS BRISTLES ANYMORE!



For years only hog bristle made
fine tooth brushes. Then Science
made round-end **PROLON**



Actual Photomicrographs

Bonded Prophy-lac-tic

WITH PROLON BRISTLES
A PRODUCT OF DUPONT CHEMISTRY

Far and away the best of the new
synthetic tooth brush bristles, being
marketed under various trade names,
are those made by duPont.

"Prolon" is our trade name for the very
finest grade of this duPont synthetic
bristle.

PROLON—no finer bristle made

So, when you read or hear competitive
tooth brush claims, ask yourself this:
*How can the same duPont bristle, in
another brush under another name, last
longer or clean better than under the
name "Prolon" in a Prophy-lac-tic
Tooth Brush?* You know the answer
... it can't!

Only PROLON has "round ends"

Prophy-lac-tic's big plus is that Prolon
is the only synthetic bristle that is
rounded at the ends.

It's a fact! Under a special patented

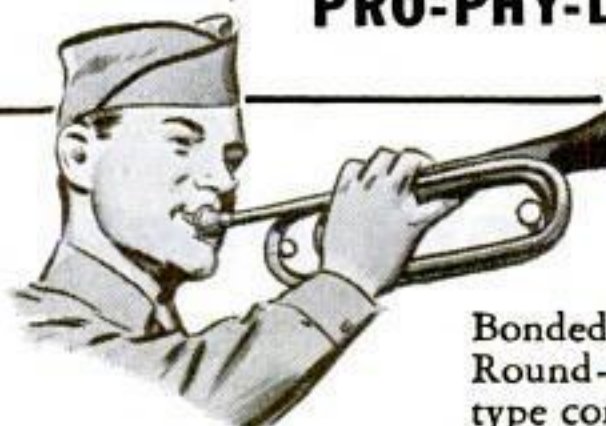
PRO-PHY-LAC-TIC BRUSH CO., Florence, Mass.

*process, exclusive with Prophy-lac-tic,
we smooth and round the end of each
and every Prolon bristle in the Bonded
Prophy-lac-tic Tooth Brush. See for
yourself how much gentler these round
ends are on tender gums!*

And with PROLON these other "extras"

In addition to Round-End Prolon, the
Bonded Prophy-lac-tic Tooth Brush
gives you these three important "ex-
tras": 1. The famous Prophy-lac-tic
end tuft, for ease in reaching hard-to-
get-at back teeth. 2. Scientific grouping
of bristles to permit thorough cleansing
of brush after using. 3. A written guar-
antee for six full months of use.

Next time, get the most for your money
... get the Bonded Prophy-lac-tic
Tooth Brush.



Attention! Users of
Smaller Brushes

Bonded Prophy-lac-tic 2-ROW PROFESSIONAL has
Round-End Prolon plus extra agility of professional-
type compact brush head, only one inch long.

Same price ... same package, marked with yellow band.



LETTERS TO THE EDITORS

PATTON

Sirs:

Enjoyed your pictures of Patton,
(LIFE, Aug. 28). It is about time some-
one patted him on the back instead of
kicking him in the pants.

LIEUT. SAMUEL B. FRAZIER

Camp Shelby, Miss.

Sirs:

In your article about General Patton
your statement under his picture puz-
zles me. General Patton is wearing a
helmet with three stars. But you state
that the Senate has approved his pro-
motion to permanent major-general-
ship. Why, then, is he wearing three
stars, the mark of a lieutenant general?

ELIZABETH ANN ABLE

St. Matthews, S.C.

● George S. Patton Jr. is now a tem-
porary lieutenant general, a perma-
nent major general.—ED.

PEDAL PUSHERS

Sirs:

"Pedal Pushers" (LIFE, Aug. 28) are
hardly new. I bought a pair when I was
at Sarah Lawrence College in 1938. The
only difference is that mine had cuffs
and the new ones haven't.

My husband thinks they're repulsive.

BETTY LEGGET

Hyde Park, N.Y.

Sirs:

I thought girls' wearing dungarees
was bad enough. Do you actually spon-
sor such a style?

Small wonder that the overseas lads
are coming back with brides from
abroad. This particular costume has all
the sex appeal of Plymouth Rock.

E. A. HOLMES

Highland Park, Ill.

NUNS' ORCHESTRA

Sirs:

The nun in your story on the "Nuns'
Orchestra" (LIFE, Aug. 28) is not play-
ing a French horn but an ordinary
mellophone, which is usually called a
peck horn in band parlance because it
plays the "pah" of the "oom-pah."

WALTER ZUBER

(continued on p. 4)

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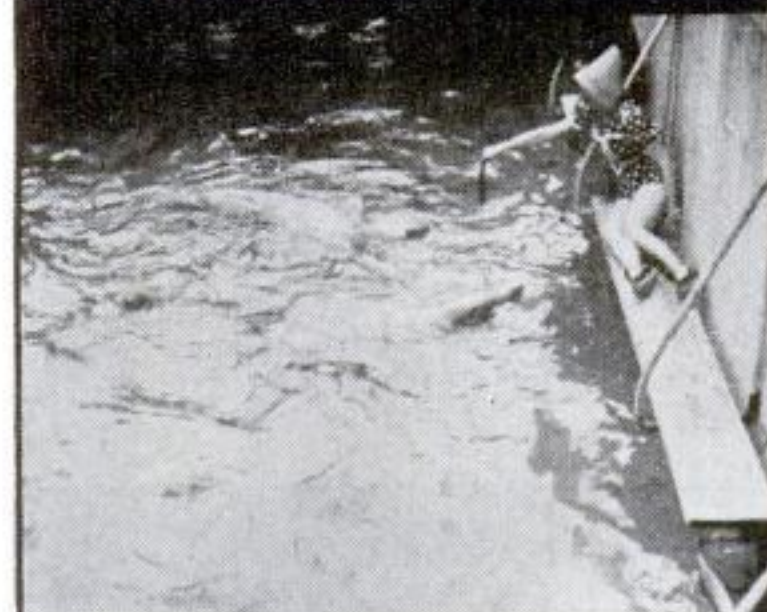
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LIFE
September 18, 1944

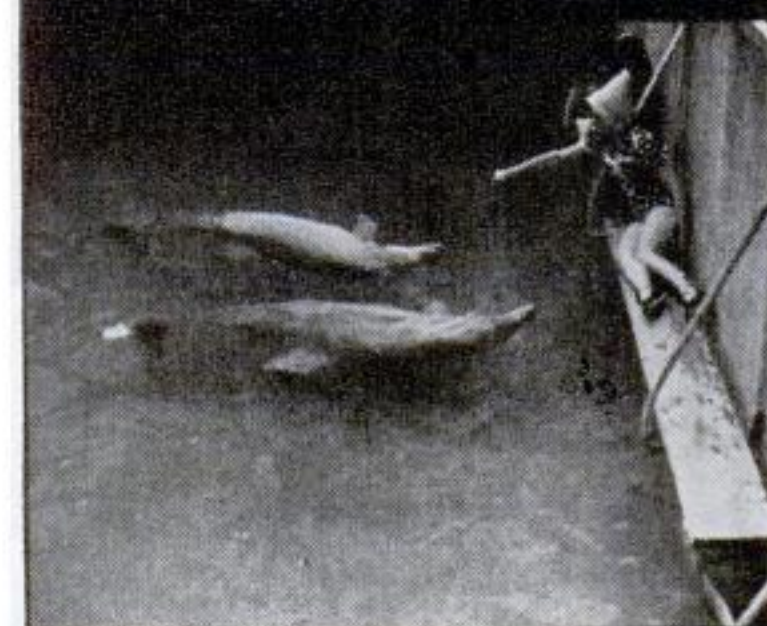
Volume 17
Number 12

MYSTERY



Blinding reflected sunlight often
makes a mystery of many scenes
even though ordinary sun glasses
are worn. Glare obscures details,
blurs vision, tires eyes.

REVEALED!



Through Polaroid® Day Glasses,
the scene becomes clear. Hidden
detail becomes visible. That's be-
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Glasses adds to your enjoyment of
outdoor sports ... adds safety to
the driving of a car.

POLAROID DAY GLASSES

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plenty of seeing rays ... filters re-
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burn) rays.



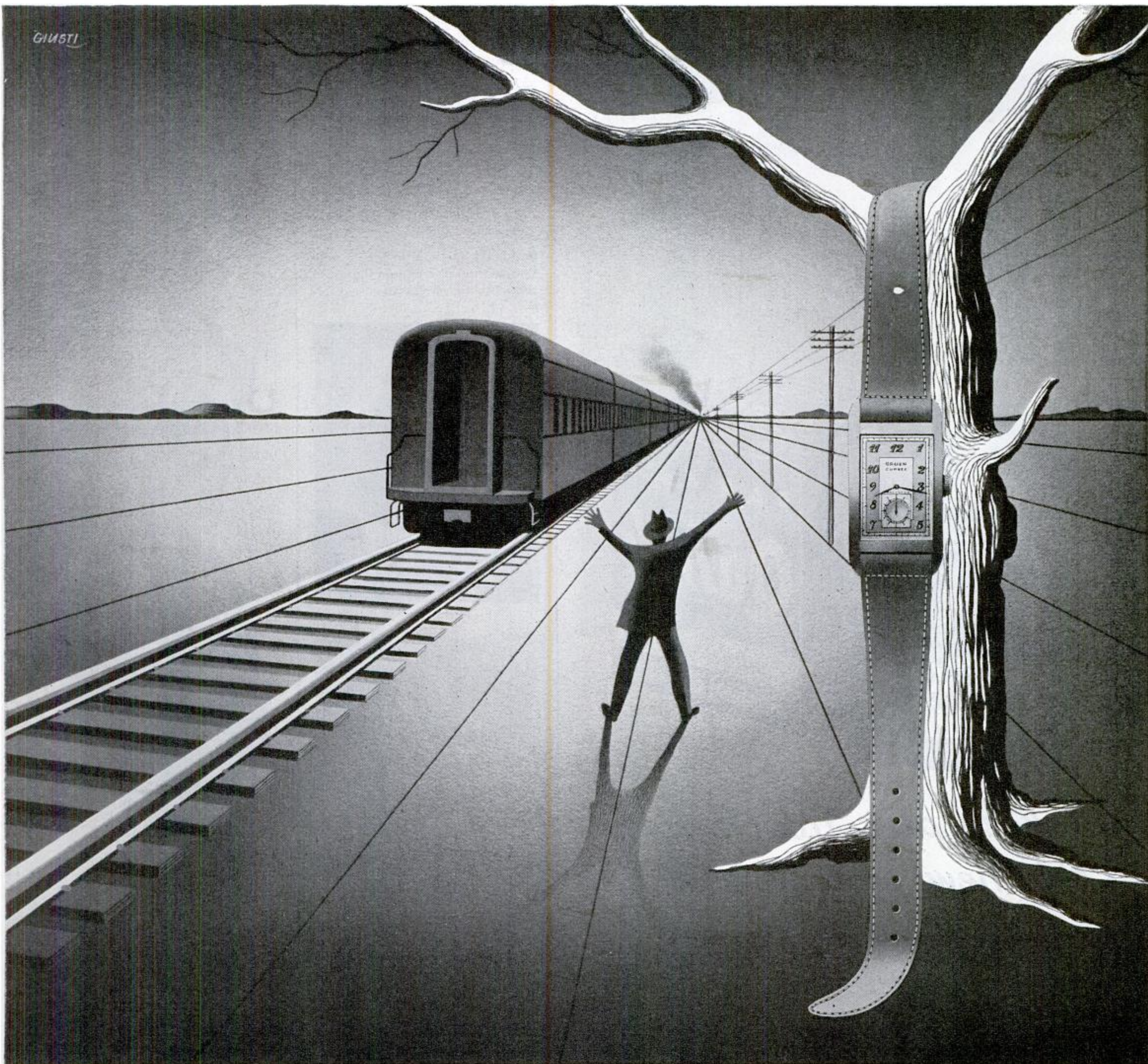
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Polaroid Day Glasses. Military needs
first—but your dealer may be able to
supply you. \$1.95 up.

*T. M. Reg. U. S. Pat. Off. by Polaroid Corp.

POLAROID DAY GLASSES

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COMPANY

World's largest makers of ophthalmic products
BUY U. S. WAR BONDS AND STAMPS



He missed his train by 1/10,000 of an inch

A tiny part of his watch movement was 1/10,000 of an inch off... result: his watch lost a fraction of a second. But what's a fraction of a second? Listen... It's a lost train... a lost contract... a lost appointment! Yes! 1/10,000 of an inch can be mighty important in a watch... That's why we at Gruen have never been satisfied with anything less than precision accuracy since 1874... Remember, Gruen is the only watch in the world permitted to carry the trademark, "Precision"!

While we have been manufacturing large quantities of vital precision instruments for war, we also continue to produce fine Gruen Watches for civilian use... but of course the demand for these watches far exceeds production possibilities today.

THE PRECISION WATCH

Illustrated above—Curve† Sentry, 17-jewel Precision movement, pink or yellow gold-filled case, \$55.00 (Federal Tax included).

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BUY A GRUEN WATCH...BUT BUY A WAR BOND FIRST!



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EFG8-8TS-4RHN



*To keep pens trouble-free
—this new, protective ink!*

Solv-x in Parker Quink safeguards all metal and rubber parts—actually cleans your pen as it writes!

Give your pen the protection it deserves. Help keep it out of the repair shop. Fill it with Parker Quink today. Every drop of Quink contains *solv-x* to protect all makes of pens in 4 important ways:

1. Prevents metal corrosion and rubber rot always caused by high-acid inks.
2. Ends all gumming and clogging. Gives quick starting—even flow.
3. Dissolves and flushes away sediment left by ordinary inks.
4. Cleans your pen as it writes—keeps it out of the repair shop.

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PARKER Quink
The only ink containing SOLV-X

Yes, this brilliant, smooth-flowing, fast-drying Parker Quink is more than just an ink. It's a superb writing fluid—that does what no ink ever did before. Get a bottle today. You pay nothing extra for Parker Quink. Ideal for steel pens, too. The Parker Pen Company, Janesville, Wisconsin, and Toronto, Canada.

"MICRO-FILM BLACK" QUINK, the all-purpose black ink. Writes black, stays black. Ideal for V-Mail; photographs perfectly. Quink comes in 7 permanent colors: Micro-Film Black, Blue-Black, Royal Blue, Green, Violet, Brown, Red. 2 washable colors: Black, Blue. Regular size, 25¢. School size, 15¢. Also in pints and quarts.

Copy, 1944 by The Parker Pen Company

LETTERS TO THE EDITORS

CONTINUED

Sirs:

Horrors! You have cut a former French-horn player to the quick. If that is a French horn, I'll eat it, valves and all.

HOWARD W. LARSEN
Toledo, Ohio

● LIFE's apologies to the 52 irate French-horn experts who protested the mistaken identification (*see below*).—ED.



PECK HORN



FRENCH HORN

Sirs:

The organization is, because of the instrumentation, a band, not an orchestra.

CPL. VICTOR V. SALVO
West Point, N.Y.

Sirs:

... It is a brass ensemble. ...

RALPH C. SLOANE
Evansville, Ind.

POLAND

Sirs:

LIFE should be complimented upon its interesting articles on Poland (Aug. 28). They give us a better and more comprehensive perspective of our Allies in World War II.

KAJETAN WITOLD
Baltimore, Md.

Sirs:

Because Poland will be free, it would be beneficial to point out that Poland does not now approach the world with clean hands.

Poland seized by force the city of Vilna, the capital of Lithuania, without declaring war.

During the attack by Germany against Czechoslovakia in 1938, Poland seized the Teschen region. There was not even the excuse of security or military strategy; it was purely an act of seizing spoils.

Poland was not a democracy. Its government was as thoroughly imbued

(continued on p. 6)

Aldens



Bright Boy Coat

FASHION HIT FOR JUNIORS

\$16.95

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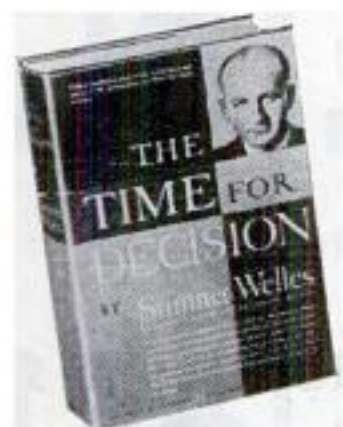
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enormous edition can be printed. The saving on this quantity-production enables the Club to buy the right to print *other fine* library volumes. These are then manufactured and distributed free among subscribers—one for every two books-of-the-month purchased.

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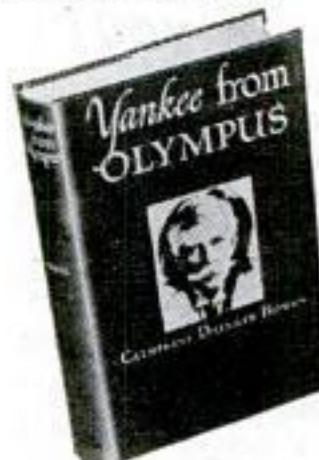
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FOR DECISION**
BY SUMNER WELLES
\$2.75

The former Assistant Secretary of State's sweeping analysis of the role America must now take in world affairs. Only a handful of men in the world have had access to the information on which this book is based.



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The most **EXCITING**
bran muffin you ever
bit into! **NEEDS NO SPREAD**

NABISCO SURPRISE BRAN MUFFINS

1 cup Nabisco Bran
1 cup milk
2 tbs. shortening
1/4 cup sugar
1 egg, beaten
1 cup sifted flour
1/2 tsp. salt
3 tsp. baking powder
1/4 cup marmalade
3 tbs. chopped nuts

Soak Bran in milk 5 min. Cream shortening and sugar, add egg, beat well. Add Bran mixture. Sift together flour, salt and baking powder. Add to Bran mixture and stir only until well mixed. Fill greased muffin pans 1/3 full, dot with a teaspoon of marmalade and cover with batter to fill 2/3 full. Sprinkle nuts over top and bake in hot oven (400° F.) 25 minutes. Makes 12 of the most heavenly-tasting muffins ever set before a hungry family. For Nabisco bran muffins aren't only more *delicious*... they're *finer-textured* than any bran muffins you ever baked. That's because Nabisco 100% Bran is Double-Milled—which makes the bran fibers *smaller*—and your muffins *lighter*! Try them tomorrow—they're wartime in *thrift*, but not in *flavor*!

IMPORTANT TO YOU!



If you suffer from constipation due to insufficient bulk, you will appreciate the *mild, gentle* relief offered by Nabisco 100% Bran. Double-Milling makes its fibers smaller—less likely to be irritating. For important "bulk" eat Nabisco 100% Bran regularly—as a cereal or made up into delicious muffins.

If your constipation is not helped in this simple manner—consult a competent physician.



BAKED BY NABISCO • NATIONAL BISCUIT COMPANY

LETTERS TO THE EDITORS CONTINUED

with Nazi-fascist ideologies, as autocratic and dictatorial and ruthless as Germany. While here and there a member of the Sejm (parliament) was elected by the minorities, hardly ever was a member of the minority groups in a responsible government position.

If Poland, when it re-emerges as a free and independent republic, fails to practice genuine democracy, all the millions who were called to war to defend Poland will have shed their blood for nothing. That is a sacred obligation Poland owes to the dead and to the living.

ARTHUR R. TRAINER

Chicago, Ill.

Sirs:

LIFE's clarion call for "legal continuity" in Poland is a dastardly effort to develop sentiment to guarantee the continuity of the rule of the feudalistic, exploiting class of Poles.

It is disheartening to have your adviser on foreign affairs suggest that we should fight Russia to provide continuity of a life in Poland in which the landlords enjoy their castles and the people of Poland enjoy the necessity for walking barefoot many miles to church.

We think our job is to fight for the preservation of democracy.

CPL. LEWIS W. JONES

Indiantown Gap, Pa.

● Said Raymond Leslie Buell in "Will Poland Be Free?": "Certainly the American people do not intend to fight Russia over Poland. . . ."—ED.

Sirs:

I wish to thank LIFE sincerely for Jan Karski's "Poland" and Raymond Leslie Buell's "Will Poland Be Free?" These articles are of inestimable value to the cause of the unfortunate Polish nation whose future is still so uncertain.

J. A. KAPMARSKI

Milwaukee, Wis.

Sirs:

After reading the two splendid articles by Jan Karski and Dr. Raymond Leslie Buell, I thought you might be interested in an excerpt from a letter written by a friend of mine after the fall of Warsaw. This letter was written on May 24, 1940.

"It is not very agreeable to remember those scenes from Warsaw, full of terror and blood, those scenes when all the people were without bread. All day German airplanes threw down shells and projectiles. At night all houses of the town were on fire. People in terror were running with their bundles from one house to another, to leave it after five minutes, or to stay under it forever. Last night German artillery lighted every house and it was the real end of Warsaw. The town was without water, without provisions. But the brave people still defended the town. Men and women threw bottles of oil and shells under German tanks or shot with guns into the airplanes. After some days of fight the people wished only one thing, to sleep, sleep, even for one hour. It's impossible to relate to you all I saw. The poor people from the slums and lanes, they are the sacrifice of war. In the last moment of the fight they defended the town bravely. You would see the people of Warsaw building barricades on the streets of their town. It was real heroism, a last effort."

At present I have only a vague idea where this friend of mine is, and for obvious reasons I think it best not to disclose his name. He was a student at the University of Warsaw studying engineering, and at the time just beginning a study of the English language.

SYLVIA MIGDAL

Paterson, N. J.

(continued on p. 8)

THE FLAVOR MEN REMEMBER



Genuine Stone-Ground

HEINZ

Prepared
MUSTARD

2 KINDS

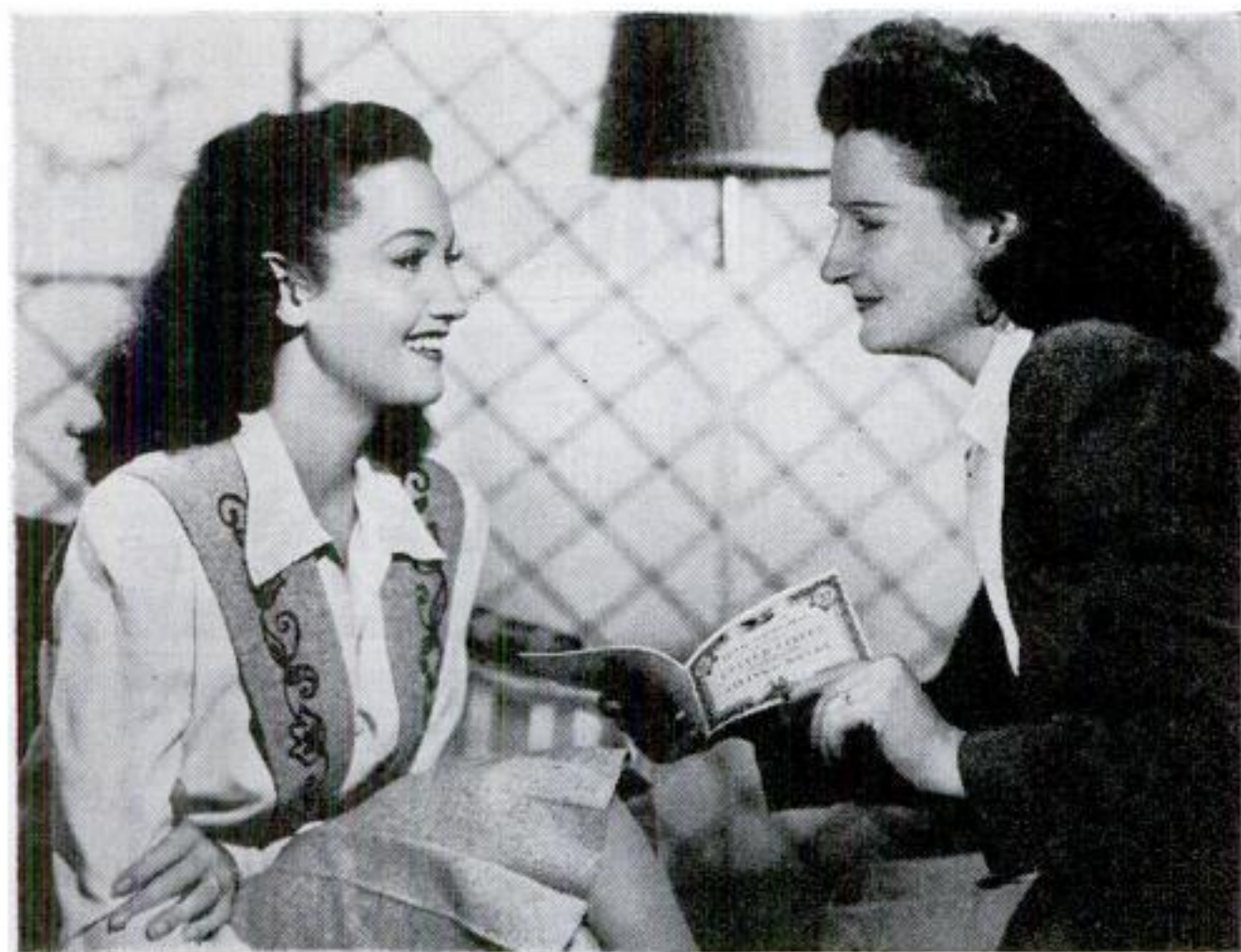
YELLOW AND BROWN

"Stockings can make or break you ...in more ways than one!"

-DOROTHY LAMOUR,
starring in Paramount's Picture "Rainbow Island"

You can be dressed by the world's leading couturier—but it won't mean a thing, if your stockings aren't right!

Finding the right stockings was the wartime catch—until Cannon Rayons came along. What divine stockings! *Sheer* as dream clouds! *Dull* in finish, like the fashion experts insist upon! And they *fit*—at the ankle, the calf, the knee—from toe to top!



And Cannon Stockings wear so well—you don't have to buy so many! And that means extra change for War Stamps! Don't be fooled by that glamorously fragile look of Cannon rayons! They have a most satisfactory durability, and a wonderful elasticity that is *processed right in them!* It's a special twisting process called Hi-Twist.



But watch rayons in the wash! Even the divine Cannons—like all rayons—are weakened by water. Better follow the rules-for-care faithfully, and never forget the 36 hours required for drying!

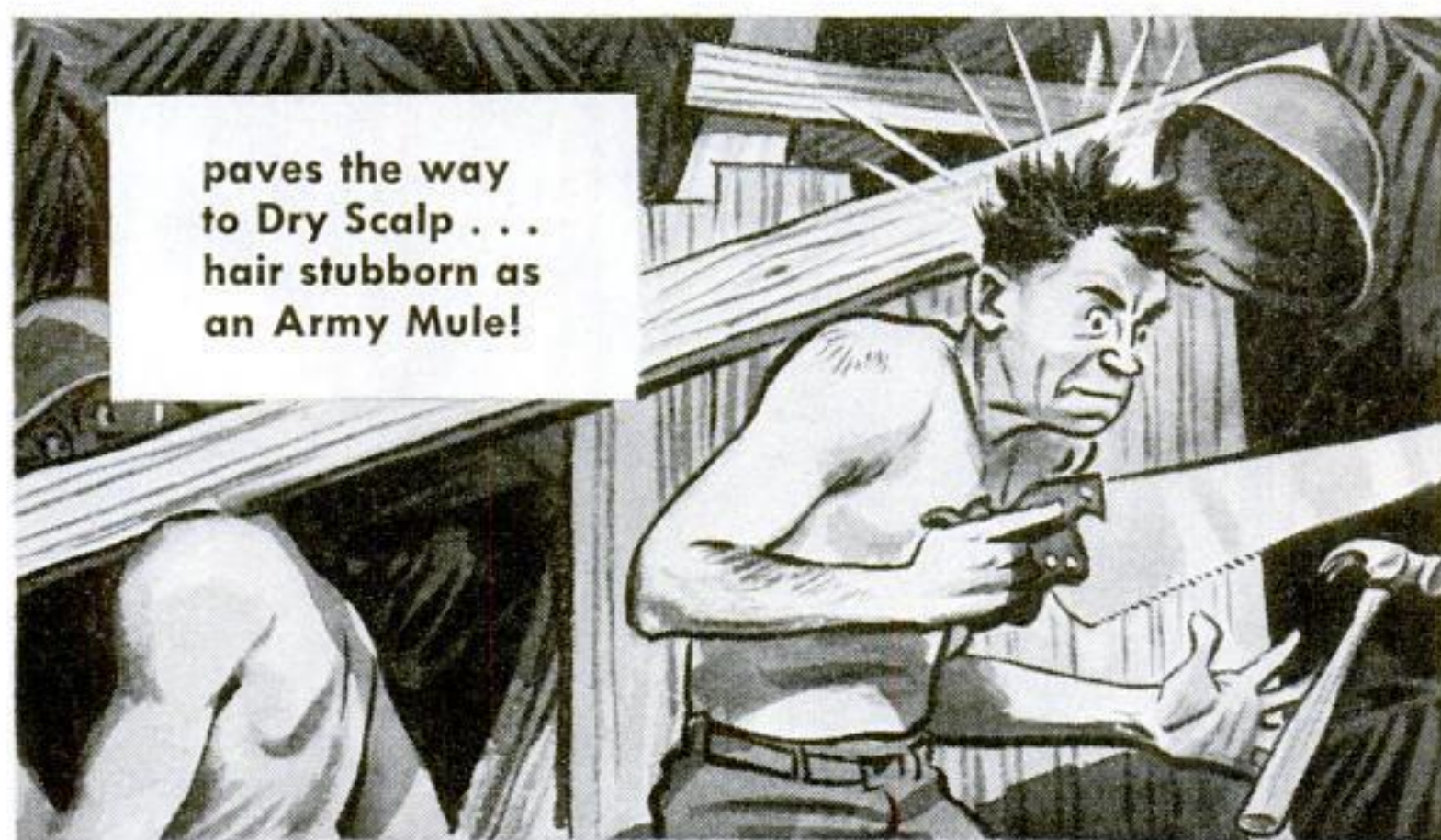
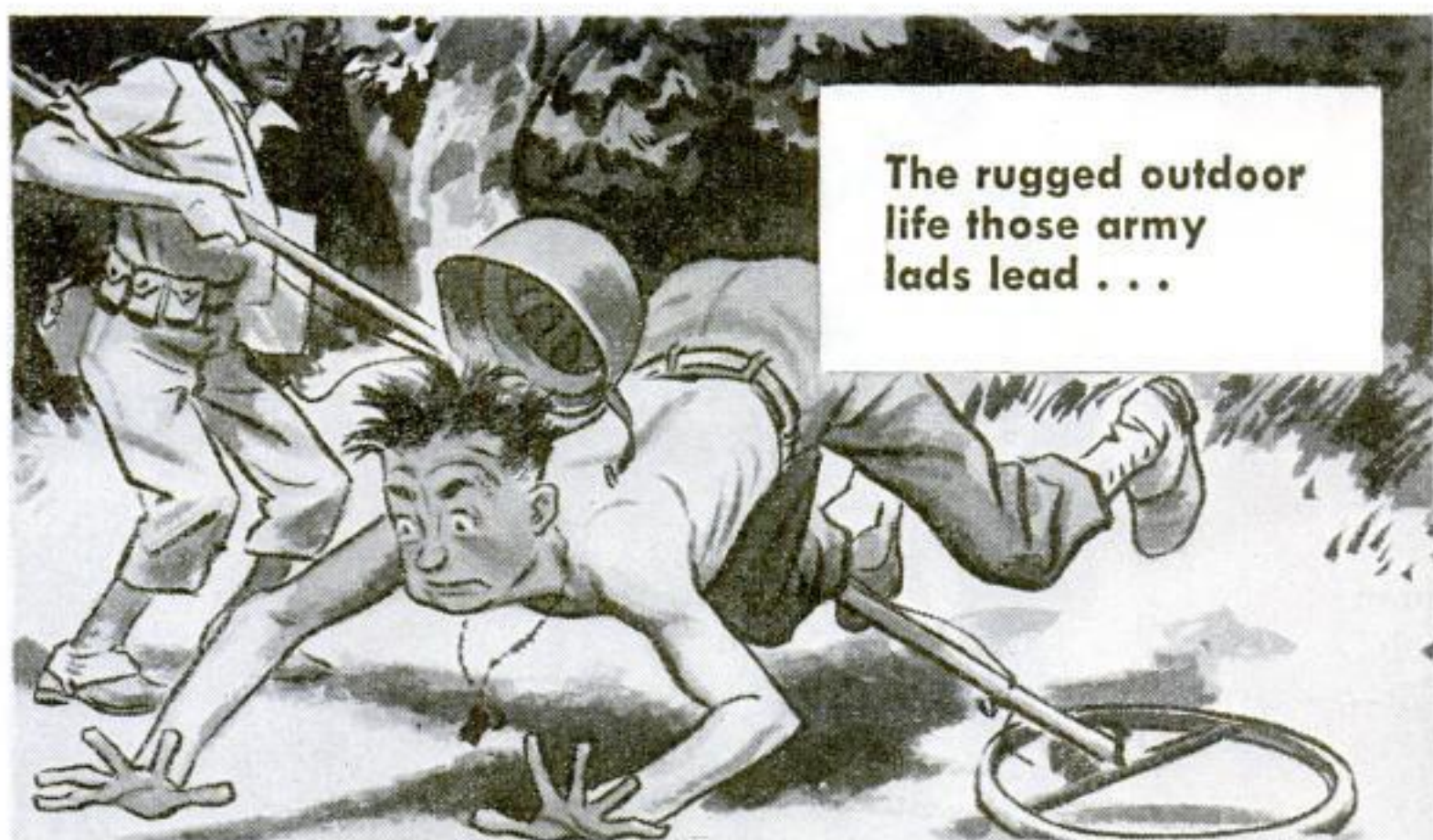


Cannon Hosiery

HI-TWIST RAYON

Made by the makers of the famous Cannon Towels and Sheets
CANNON MILLS, INC., 70 WORTH STREET, NEW YORK 13, N. Y.

How an Army Engineer makes Dry Scalp disappear!



but...5 drops a day keeps DRY SCALP away



... MAKES 'VASELINE' HAIR TONIC FIRST
WITH SERVICE MEN IN AMERICA!



Keeps your hair good-looking, too!

Here's the easy way to better-looking hair for you! Use 'Vaseline' Hair Tonic. Just comb in a few drops daily, or rub directly on the scalp. Apply it before shampooing too, with massage. You'll soon discover that 'Vaseline' Hair Tonic checks Dry Scalp and loose dandruff, by supplementing the natural scalp oils... gives your hair that healthy, well-groomed look. Start today!

DIG DOWN DEEP FOR WAR BONDS

Vaseline HAIR TONIC

REG. U. S. PAT. OFF.

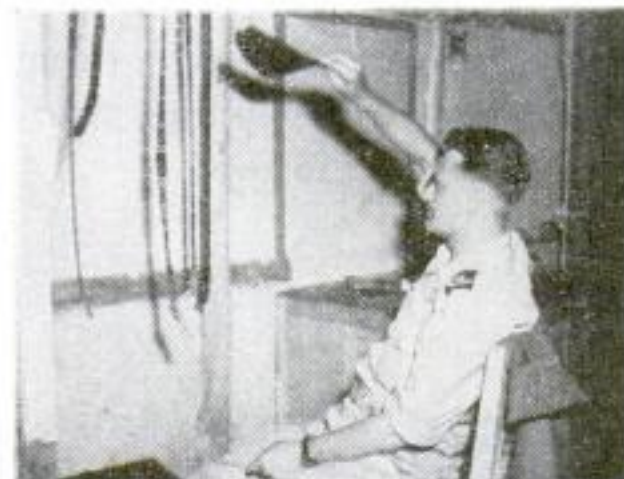
LETTERS TO THE EDITORS CONTINUED

BILL SHROUT

Sirs:

The enclosed picture is of your photographer, Bill ShROUT. When Bill got back from the B-29 raid over Anshan, Manchuria he began to worry about the pictures he had taken.

We've been having some hot, muggy weather here, and room and water temperatures have been rather uneven. Bill was afraid his film would get fuzzy from the heat. He worried so much that the entire office began worrying with him. As soon as the film was developed Bill



borrowed a fan from a Chinese house-boy and began fanning the roll to keep it cool. Everyone here at the time, including the Correspondents Clay Gowran of the Chicago Tribune, Hugh Crumpler of U.P., Clyde Farnsworth of A.P., Jim Brown of I.N.S. and myself, relieved Bill at 15-minute intervals until the film was safely past the danger point.

SGT. PHILIP BERSHAD

c/o Postmaster
New York, N.Y.

RECONVERSION

Sirs:

There was more good sense and sound economics in your editorial "Reconversion to What?" (LIFE, Aug. 28) than in all the books of the planners.

GLENN E. HOOVER

Mills College P. O., Calif.

Sirs:

I wish to congratulate you on the fine editorial "Reconversion to What?" There is such a dismaying confusion in the minds of the people that it is high time to remind people of basic principles.

It seems to me that the right of every one to a job has come to be considered as an axiom. But the full-employment doctrine that is currently being proposed by those who haven't thought the problem out is a real menace to our individual political and civil liberties. The danger is greater when one considers the means advocated to reach the goal of full employment. Therefore new safeguards for our liberties are essential. I consider it to be a part of wisdom not to wait for an emergency for the instrumentation of the proper safeguards.

The wide readership of your publication and the quality of your editorials make it the best instrument for bringing this vital issue and its implications to the attention and consciousness of the people.

PHILIP CORTNEY

New York, N. Y.

SAIPAN

Sirs:

LIFE's eyewitness story (Aug. 28 issue) of the incredible resistance of the Japanese on Saipan is gloomy reading. This report, as well as many others from the Pacific area, seem to substantiate a growing belief that all Japan, top to bottom, is composed of fanatics who ignore logic, prefer death to compromise or surrender.

LE ROY PEARSON

Corona, N. Y.

Sirs:

I was interested in your article on Japanese mass suicides on Saipan. I

(continued on p.11)

Boy! It
SURE
GIVES
Greater Breathing
Comfort



Makes Cold-
Stuffed Nose
Feel Clearer
In Seconds!

When a cold, dust or bad air stuffs up your nose—you'll certainly welcome this new, handy Vicks Inhaler. It's packed with medication that makes the nose feel clearer in seconds.

Just a few quick whiffs bring grand relief.

Most important...Vicks Inhaler is easy to carry in pocket or purse. And you can use it anytime, anywhere—as often as needed.

VICKS INHALER



RELIEF FOR COUGHING
and throat tickle due to colds.
Medicated with throat-soothing
ingredients of Vicks VapoRub.
**VICKS Medicated
COUGH DROPS**

FOR BACK TO SCHOOL
a **FOSTER**
JACKET

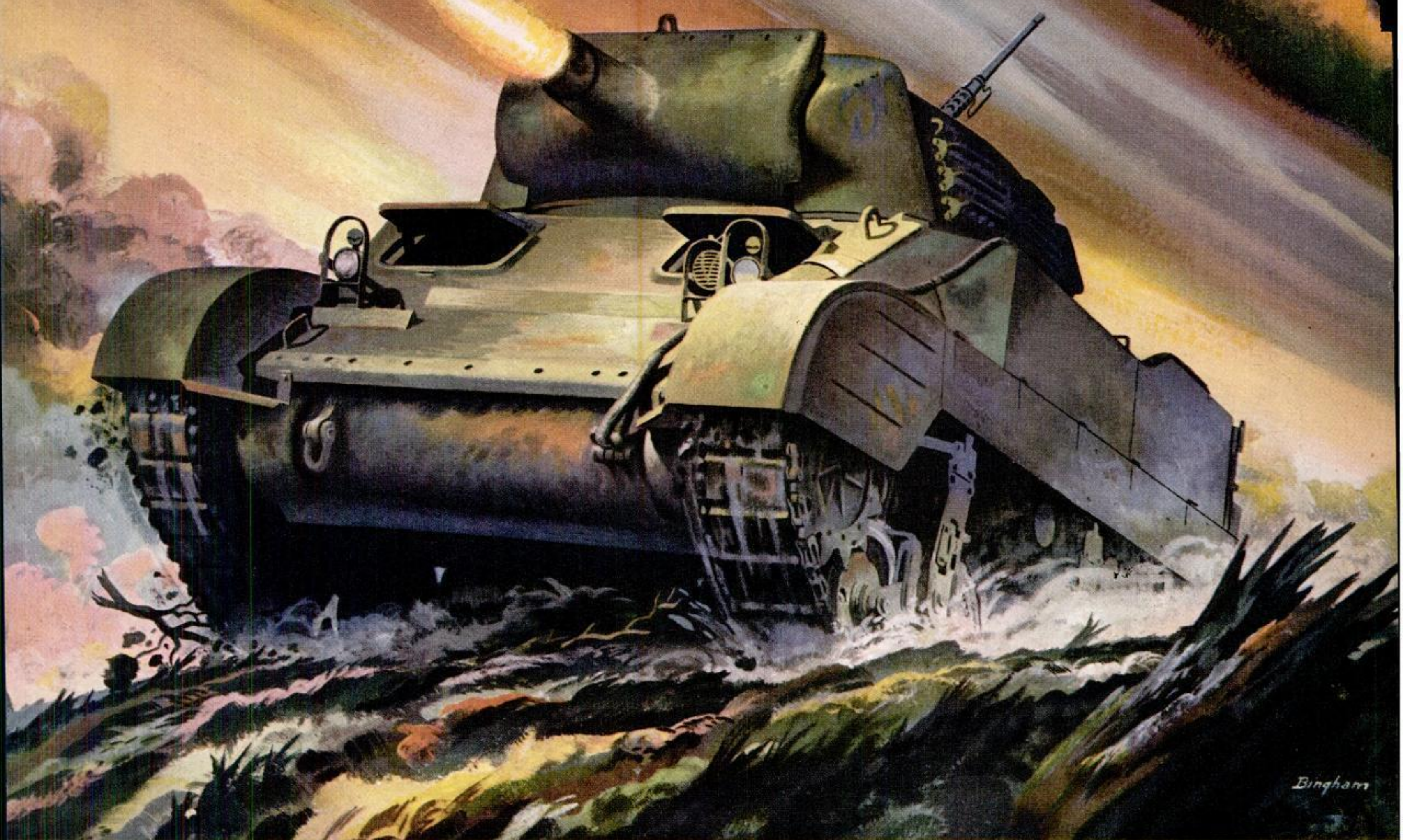
the
College



★ A new mackinaw style, in a new Zelan treated SATEEN TWILL developed by Whitman for the army... putty shade only... zipper fly-front, fully lined with Timmer-Tuft mohair and wool and red wool fleece, knitted wristlets in sleeves. Men's without hood... approximately \$24.95. Boys' with hood... approximately \$24.95.

FOSTER BROS. Sportswear Co.
PHILADELPHIA • NEW YORK

Cadillac



Cannon on a rampage ... at 30 miles an hour!

Here's a picture of something that the enemy doesn't like! It's a 75-millimeter cannon—roaring along at thirty miles an hour—maneuvering for position from which to pour its high-explosive shells on a moving target.

Utilizing a Cadillac-built tank chassis—which is powered by two Cadillac V-type engines with Hydra-Matic transmissions—this M-8 Howitzer gives to demolition artil-

lery a degree of mobility it has never known before. For the M-8 is not only *fast*—it is highly maneuverable as well.

This is but one of the weapons Cadillac has built for the Allied arsenal. Cadillac also helped to design the M-5 light tank—and produced it in quantity. And, for more than five years, Cadillac has built, in great volume, many precision parts for the Allison engine.

"Victory is our business" here at Cadillac. In 1939 we began working in co-operation with Army Engineers on our first wartime assignment. And since that time we have labored night and day to help give the world's finest fighting men the world's finest armament.

Every Sunday Afternoon . . . GENERAL MOTORS SYMPHONY OF THE AIR—NBC Network

CADILLAC MOTOR CAR DIVISION

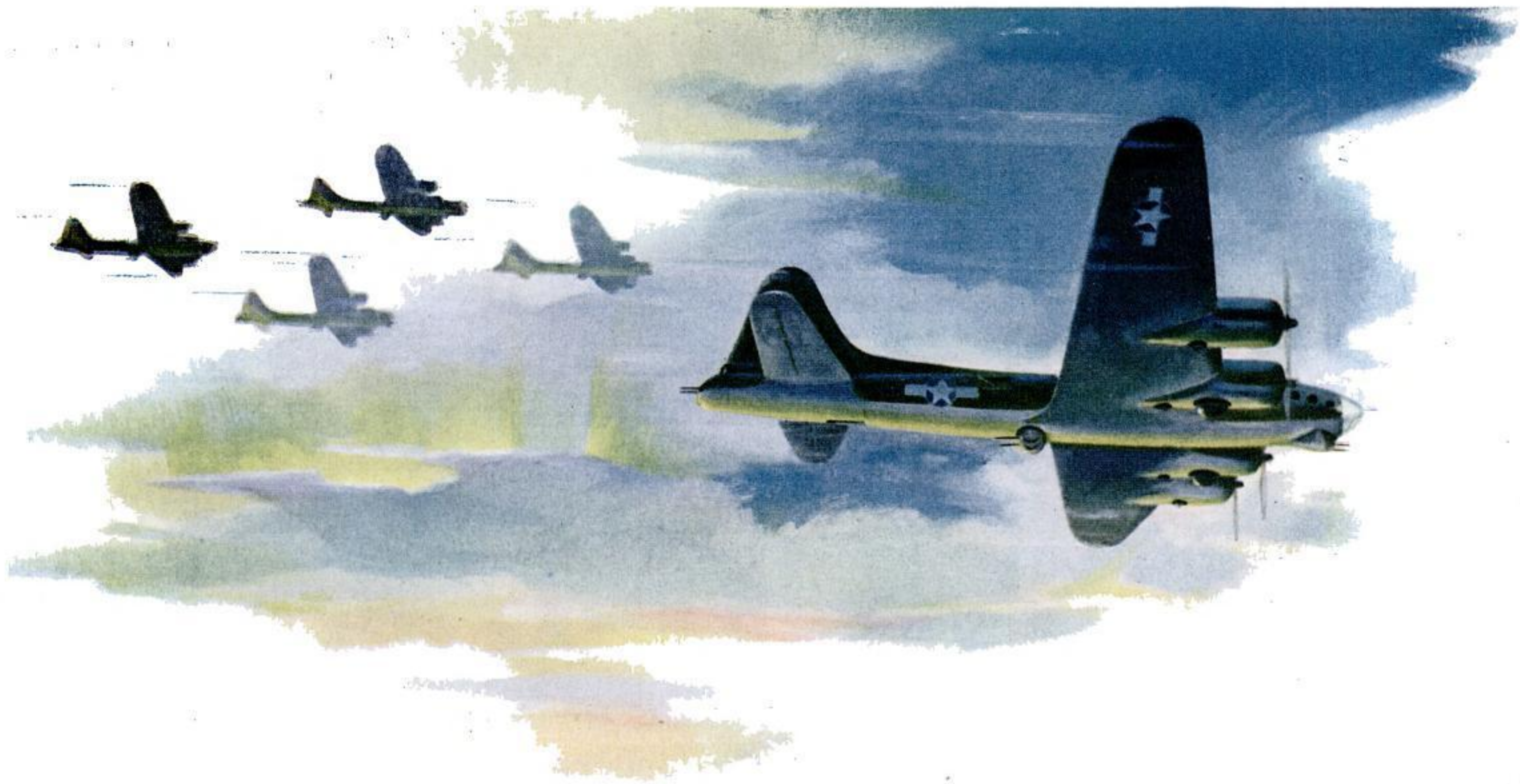


GENERAL MOTORS CORPORATION



LET'S ALL
BACK THE ATTACK
BUY WAR BONDS

Copyrighted material



**ONE ROUND TRIP
TO BERLIN ...
1100 GALLONS !**

ON a round trip from London to Berlin a Fortress may use about 1100 gallons of gasoline. A thousand heavy bombers need a million gallons of aviation gasoline to raid Frankfurt.

You see, to the airmen of this war, distance is measured more truly in gallons than in miles!

When our petroleum industry volunteered to produce *enough* gallons for total air war, we took on a whale of a big job. This is to report that we're seeing it through.

The Texas Company alone has delivered millions, *yes — hundreds of millions* of gallons of 100-octane aviation gasoline.

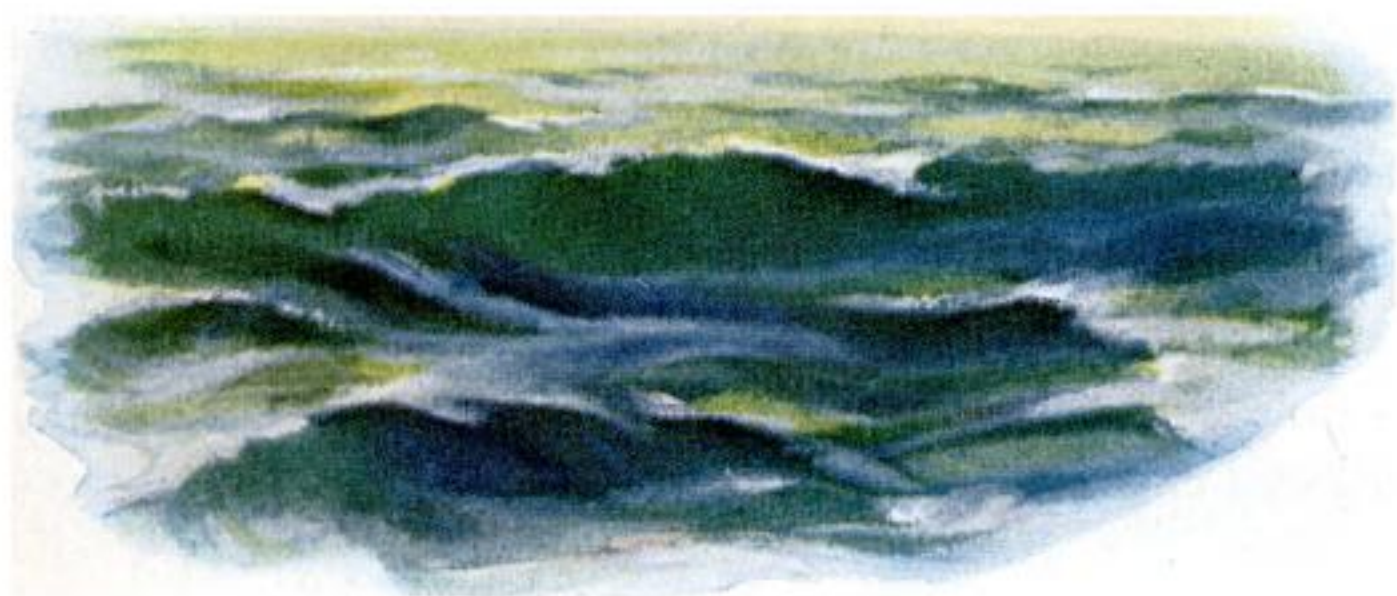
Texaco scientists developed a "liquid-catalyst isomerization" process. This process converts plentiful butane into precious isobutane, a vital material used in the production of aviation gasoline.

You'll benefit from Texaco's wartime research. And you won't have to wait for some future super-engine. Just wait 'til your Texaco Dealer gets his finer, more powerful post-war FIRE-CHIEF and SKY CHIEF gasolines!

THE TEXAS COMPANY



Coming... finer  FIRE-CHIEF and  Sky Chief gasolines because of Texaco's research in this war

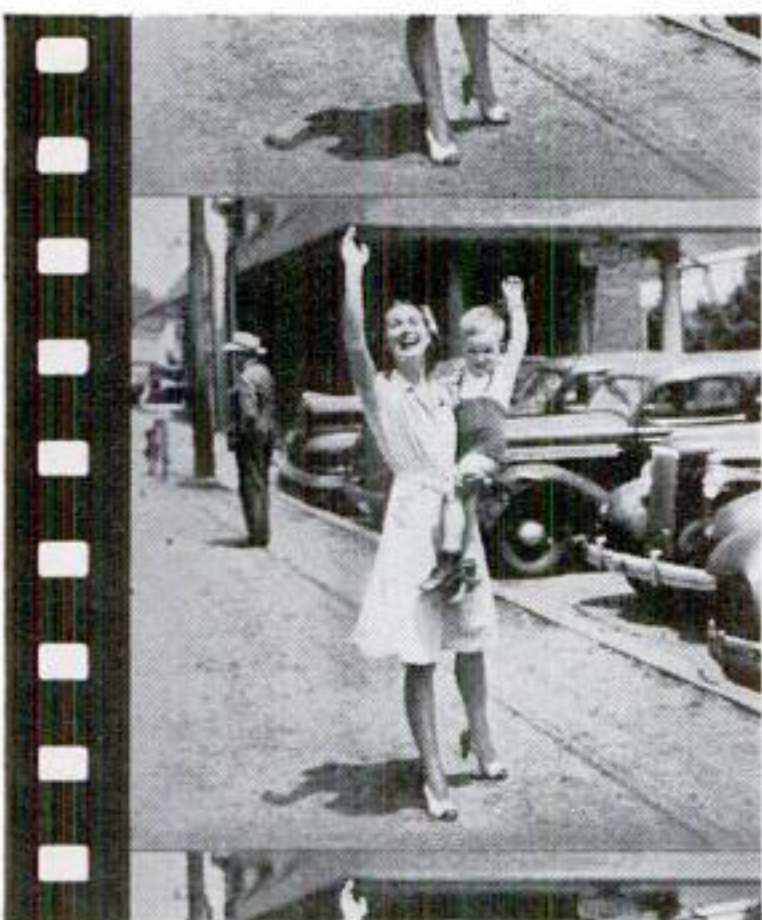


A Movie Camera Fan Remembers

When Jim Byrd reads the name *Universal* on his Navy binoculars, it reminds him of home, where his hobby was taking movies of Judy and Junior with his Universal movie camera.



When this star was born Jim and Judy had been home movie fans for more than two years. Jim had started his movie-taking career in their college days—with the low-priced Universal movie camera and projector that first brought home movies into the lives of millions.



Jim dreams of the day when his job is done, and his wife and son welcome him home. After the war, Universal too will be ready for Jim and all other home movie fans. They'll offer even finer cameras and equipment . . . thanks to their wartime experience in pioneering new methods of producing precision military optical instruments. Expect YOUR next camera to be a Universal!

Remember: One photograph from home is worth a thousand words to a serviceman.

There's only one flag we're prouder of



Peacetime Manufacturers of Mercury, Cinémaster Corsair Cameras and Photographic Equipment

LETTERS TO THE EDITORS

CONTINUED

lived in Japan three years, teaching high school and college. I wonder if others who have lived there would interpret these suicides as I do. They are not due to any peculiarity of the Oriental mind but to the usual causes of suicide, fear, anxiety, hopelessness.

In peacetime Japan has the highest suicide rate in the world. It is not due to concern for the emperor. Usually it is young Japanese people who take their own lives, people who, poorly clothed, undernourished, but with high hopes and ambitions stimulated by contact with Western civilization, have struggled through high school and college only to find that their crowded little country offers them no opportunity to live and earn as they wish, and that emigration to more fortunate countries is virtually impossible. Disillusioned, despondent, they take their lives. We recognize a tendency to suicide under economic pressure as being Occidental as well as Oriental. Witness the rise in the suicide rate during our last depression. The Japanese, in good times, live in as much of a depression as we do in our hard times.

There is another factor which I believe may influence their thinking. In our literature most of the stories and plays have a happy ending. Japanese classics are tragedies. Could it be because life for them is more tragic, less conquerable than for us? I was in Japan during the great earthquake when hundreds of thousands lost their lives in a few moments. Earthquakes are not as yet conquerable. The Japanese live with earthquakes.

If anxiety and hopelessness cause suicide in peacetime, would not those causes be multiplied in war? It would seem to me that the Japanese on Saipan feared the future more than they feared death. Perhaps they had been led to believe capture meant death and preferred to have it by their own hands. Perhaps they fear an even greater economic burden than they now carry if Japan is made a subject country. If this is true, do we not have a responsibility to these hard-pressed, almost voiceless civilian populations, to relieve them of fears?

MABEL FIELD PIERCE,

East Lansing, Mich.

TRITON'S TRUMPET?

Sirs:

May I call to your attention the fact that the shell on which Mrs. Burgess blows to call her husband to lunch is a Triton's trumpet, not a conch. The



fishermen of southern France make a hole in the spire of the Triton's trumpet and use it to produce a braying sound. The triton is a double for a teakettle on some of the Pacific islands where the shell is hung over the fire. A 14- to 16-inch triton has a capacity of approximately three pints.

LILLIAN A. HERTLIN

Lake Ronkonhoma, N. Y.

● "Conch: any of various . . . large spiral univalve shells" (*Webster's Dictionary*).—ED.

"It ain't you that's well-knit, Muscles!"



HOME FRONT: The only thing well-knit about you, muscle man, is your *underwear*! The way that outfit clings to even *your* hideous frame is a tribute to the maker. Munsingwear?

MUSCLES: Sure it's Munsingwear. Nothing less is fit to grace the manly beauty of this grizzled vet. It's knit for fit and easy give and...say! *where'd you get that playboy suit you're wearin'?*



HOME FRONT: *Who's* wearing a playboy suit? Why, you beautiful hunk of bunk, can I help it if I look fetching in these stylish Munsingwear "Slumberalls"? Can't be beat for all-knit, all-night comfort and head-to-toe warmth.

MUSCLES: Okay, my over-age destroyer. Now let's get down to fundamentals...like Munsingwear's "STRETCHY-SEAT."* Pipe the way this boon to mankind brings up the rear. No creep, no crawl, no bind. Is it any wonder they say...wear Munsingwear...and have that *well-knit* look?



MUNSINGWEAR

REG. U. S. PAT. OFF.

STRETCHY-SEAT underwear for men

*REG. TRADE-MARK

MUNSINGWEAR, INC. • MINNEAPOLIS • NEW YORK • CHICAGO • LOS ANGELES



Dual-purpose shoes prevent wearer both from slipping and catching cold. Skid chains prevent sliding on highly polished

floor. Wynn is not sure what they do to the floor. Opening at the toe does away with need for rubbers. After being worn in

wet weather, shoes are taken off. The toes are then pressed down and water which has collected is released from shoes.

SPEAKING OF PICTURES . . .

. . . THESE SHOW ED WYNN'S NONSENSICAL INVENTIONS

Last Friday evening Ed Wynn returned to the radio after an absence of seven years. As the star of *Happy Island* (Blue Network, Friday, 7 p.m. EWT, sponsored by The Borden Company) the horse-faced comedian plays King Bubbles, a ruler whose aim is to

make the world a happier place for people to live in.

In a way it is too bad that television is not ready to greet his return because Ed Wynn, who is funny enough when heard, is even funnier when seen. Almost as much a part of Wynn's comic equipment as his

foolish giggle are the strange devices he invents. Since *Happy Island*, unlike most radio programs, is presented with full costumes and scenery, at least studio audiences will have a chance to see Wynn demonstrate the intricately useless gadgets shown on these pages.



Coffee cup is for cooling coffee in saucer without spilling any of it. Lever on handle releases the coffee neatly into saucer.



Cracker catcher is for messy cracker eaters. It fits over the shoulders, catches crumbs, thus keeps both lap and floor neat.



Cheese fork prevents eater's suffocating from odor of Limburger. A guard attached to fork fits over the eater's nose.



Thimbles attached by chains to a platinum bracelet prevent gravy from getting underneath an enthusiastic dunker's nails.



Grapefruit guard is one of Wynn's solutions for an old problem. Shade is lowered to prevent juice from squirting in eyes.



Candle wakes sleepers. Eight-inch candle is put in ear, lighted. When ear burns, sleeper knows he has had eight-hour rest.



Sponge which covers the entire wrist is for eating asparagus without having the sticky butter dribble down one's sleeve.



Corn eater has cob mounted like typewriter roller. It moves past mouth until the bell rings. The next row is then started.



Cigaret lighter guarantees a light. When the snap is pressed an arrow jumps out and points to nearest man with matches.



6 A.M. . . . tough luck for Jim!

WHAT'S THIS? Here's Jim getting out on the wrong side of the bed, feeling laxative. Quick, Jim, don't put off the relief you need. Take a glass of sparkling Sal Hepatica now!



8 A.M. . . . observe Jim's Vim!

WHAT BLISS! Jim did take that Sal Hepatica. Taken before breakfast, it usually acts *within an hour* . . . brings fast yet gentle relief. What's more, gentle, speedy Sal Hepatica helps counteract excess gastric acidity, helps

turn a sour stomach sweet again.

It's a fact . . . 3 out of 5 doctors, interviewed in a survey, recommend this sparkling saline laxative.

Next time *you* need a laxative, try Sal Hepatica.

**Whenever you need a laxative
—take gentle, *speedy*
SAL HEPATICA**

Get a bottle of Sal Hepatica from your druggist today, remembering this. Caution: use only as directed. Sal Hepatica's active ingredients: sodium sulphate, sodium chloride, sodium phosphate, lithium carbonate, sodium bicarbonate, tartaric acid. Ask your doctor about the efficacy of this prescription. Sal Hepatica is a product of Bristol-Myers.

TUNE IN { "EDDIE CANTOR"—Wednesdays, NBC, 9:00 P. M., EWT
"DUFFY'S" with Ed Gardner, Fridays, NBC, 8:30 P. M., EWT

SPEAKING OF PICTURES

(continued)



Measuring pole is Wynn's latest invention. It is a bamboo pole 11 feet, 4½ inches long. It is to be used for touching people you would not touch with a 10-foot pole.



Spiked topcoat has 43 steel spikes to prevent wearer's being shoved around in the subway. Hat with removable brim is for men who catch cold tipping hats to ladies.

Take two cups of ^{copper} flour

Don't look so startled, Sis. That's our recipe for whipping up many kinds of those vital little parts your big brothers use in the ducks they tear around in, and the planes they bounce against the sky. Hard on machinery, those kids. So we bake 'em plenty of the best.

Years ago, research men of General Motors pioneered a cost-cutting way of making little odd-shaped things out of powdered metal.

Powdered copper, tin or iron—fine as flour—was pressed into all kinds of small shapes, and baked. It was so swift and simple a way to make essential small parts that it proved a real help in General Motors' effort to make more and better things for more people.

Then, overnight, tough, long-lasting bearings, gears and other vital parts for war machines were demanded by the millions. Demanded now. Speed was everything.

And right there, our powdered-metal men showed what they could do. And it was plenty. They saved man-hours at every turn. They shaved time and costs. Little, top-quality parts for engines and planes, almost impossible to cast or machine, poured forth in floods. All because these men had learned how to make parts out of metal "flour" much as a good cook might bake biscuits!

In war machines, as in your automobile, such little, unseen parts must be able to stand up and take it just as more obvious parts

must do. And the peacetime pioneering that developed them for your car proved priceless in this wartime emergency.

Such pioneering has enriched our knowledge because, in our land, it merits and receives a just reward.

This is the idea that gave Americans the full life we lived in prewar times. It has certainly proved its worth in war. And it will provide more and better things for more people in the coming years of peace.

GENERAL MOTORS

"VICTORY IS OUR BUSINESS"

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC
BODY BY FISHER • FRIGIDAIRE • GMC TRUCK AND COACH

Every Sunday Afternoon
GENERAL MOTORS SYMPHONY OF THE AIR
NBC Network

KEEP AMERICA STRONG



Buy More War Bonds



In Tomato Juice LOOK TO LIBBY'S FOR PERFECTION

IT'S TWICE-RICH Tomato Juice when the can you get is marked Libby's. Rich in flavor . . . full, ripe, fresh-from-the-vine goodness. And rich in important vitamins, too!

It's Libby speed and Libby care that assure this perfection. Our experts have devoted years

to studying the delicate job of protecting fresh tomato flavor and the precious tomato vitamins. That's why our sparkling juice is rich in Vitamins A and C . . . a ready source of the precious Vitamins B₁ and B₂!

Military needs for this quality tomato juice are so great that your dealer may not *always* have Libby's. When he does, be sure to get this healthful refreshment for the whole family. Other-

wise take Libby's pure Pineapple Juice or any other of the famous Libby Family of Juices.

Libby, McNeill & Libby

CHICAGO 9, ILLINOIS

Listen to "MY TRUE STORY!" Thrilling real-life dramas, every morning, Mon. thru Fri. 10:00 EWT, 9:00 CWT, 11:30 MWT, 10:30 PWT. Blue Network Stations.



WHERE FOODS GROW FINEST—THERE LIBBY PACKS THE BEST

Libby's
TOMATO JUICE



Council Chairman Boleslaw Berut outlined plans for Poland's postwar rehabilitation at the first plenary session of the Soviet-sponsored Polish National Council in Lublin.

LIFE'S REPORTS

SUNDAY IN POLAND

by RICHARD LAUTERBACH

Time & LIFE Correspondent Richard Lauterbach went with the first U. S. newsmen into liberated Poland. There he saw the Majdanek crematorium and the Krempieckie Forest execution ground. In this report his impressions of shocking German barbarity are coupled with a penetrating, firsthand account of how Polish people are reacting to the political storm over who is to run their future affairs.

Early on Sunday morning we strolled along Krakow Boulevard to the cobbled market square. Walking was slow. People greeted us, clustered around us, poured out their stories. "Americans!" they exclaimed, beaming. Then, speaking English or French or Russian or Polish or even German, they added, "Now everything will be all right."

The market was crowded with people and produce. Good white bread with caraway seeds. Pretzels. Little cakes. Even meat. We had breakfast and then drove out along the road that leads eastward toward Chelm. About a mile along this "road of death" is Majdanek, the concentration camp where the Gestapo wiped out more than a million and a half people. Most of those were Jews from all over Europe but there were also other nationalities.

The hours we spent inspecting Majdanek were pretty grim. It wasn't the gas chambers where victims were snuffed out standing up, or the crematorium where they were chopped up and then burned in specially constructed ovens. This part of the "death factory" didn't get us, somehow. Too machinelike. It wasn't even the open graves or the skeletons or skulls or stacks of fertilizer made from human ashes, bones and manure. The full emotional shock came at a giant wooden warehouse chock-full of people's shoes—more than 800,000 pairs—all sizes, shapes, colors and styles.

In one place the shoes had burst out of the building like corn from a crammed crib. It was monstrous. There is something about an old shoe as personal as a snapshot or a letter. I looked at them and saw personalities: skinny kids in soft, white, worn slippers; thin-lipped old ladies in black, high-laced shoes; sturdy soldiers in brown military boots.

From Majdanek we drove to Krempieckie Forest, about eight miles away. Here in the shade of tall pines and straight, slim birches were recently opened mass graves from which members of the Soviet-Polish atrocities investigation commission had dug up 368 bodies. Some were strewn around among the trees. I noted many tiny skeletons from which the flesh had been burned, a small red comb, a prayer book.

At noon we hustled back to Lublin's flag-decorated main square.

CONTINUED ON NEXT PAGE

MOTHER'S INDIANS VERSUS MOTHER'S PEQUOTS

CB

Gentlemen:

Charleston, W. Va.

I was the oldest of six children, and Mother's sheets and pillow cases really had to stand some rough treatment. But she is still using some of those Pequots that we had such fun with.

When I bought my trousseau linens two years ago, Mother advised me to buy Pequots. Now when my baby is old enough to play Indian, I know I can turn over my Pequots with never a qualm.

Sincerely,

Mrs. Ray Barnstead



What an innocent sheet has to go through in a fun-loving family's lifetime! But Pequots are great survivors. Fine thing too, now when Uncle Sam's great needs must come before civilians! Pequot's smooth, close-woven texture and strong, double-tape selvages help home-front conservation. Pequots are so long-wearing, they need replacing less often. Pequot Mills, Salem, Mass. **BUY MORE WAR BONDS!**

PEQUOT SHEETS



*This time you'll listen to **ME**, Sonny Boy!*



1 **MOMMA WAS LOSING PATIENCE WITH ME AGAIN.** She says: "I'm getting plenty sick of you looking like Flaky Joe, Hair's Horrible Example! And I'm tired of you spending money for a lot of junk that doesn't help. You'd never listen to me who has been a nurse most of her life, but you'll listen this time, Sonny Boy!"



2 **"THIS PROVES WHAT I'VE BEEN TELLING YOU** for months," she went on. "You've got a case of infectious dandruff that ought to have repeated Listerine Antiseptic treatment and persistent massage. I've seen the records on the Lambert research, and I know what Listerine Antiseptic can do in killing the 'bottle bacillus.' And so, Baby, we're starting right now!"



3 **EVERY MORNING AND NIGHT SHE HERDED ME** into the bathroom and doused on Listerine Antiseptic. Then she followed it with a swell, vigorous massage. Boy! Did my scalp feel like a million. And the way those ugly flakes and scales began to disappear is nobody's business. What a treatment!



4 **"YOU'RE ALMOST HUMAN AGAIN,"** she said a few weeks after, "and your hair looks like it used to. After this, maybe you'll listen to Momma when she tells you that you ought to use Listerine Antiseptic, every time you wash your hair, as a precaution against the infection coming back." Will I listen? You said it!

Flakes? Scales? Itching? Germs? LISTERINE ANTISEPTIC—NOW!

THESE common little symptoms may mean that you're in for infectious dandruff.

Better start at once with Listerine Antiseptic and massage, the treatment that has helped so many . . . that may help you. Listerine Antiseptic goes after the infection itself—kills millions of germs, including the "bottle bacillus", regarded by many authorities as a causative agent of this type of dandruff.

At the same time it helps to get

rid of those ugly flakes and scales and alleviates itching. Your scalp glows and tingles and your hair feels wonderfully fresh. In tests, this twice-a-day treatment brought complete disappearance of, or marked improvement in, the symptoms of dandruff within a month to 76% of dandruff sufferers. Listerine Antiseptic is the same solution that has been famous for over sixty years in oral hygiene.

LAMBERT PHARMACAL Co., St. Louis, Mo.

LIFE'S REPORTS (continued)

A monument was being unveiled, honoring the heroic Red Army and Polish soldiers who had died to liberate Lublin. Tens of thousands of people jammed the area for speeches and a big parade. The reviewing stand was draped with Polish, Soviet, British and American flags. After Polish soldiers and one or two companies of Russians marched by, the members of various Polish political parties and workers from factories and trade unions paraded, carrying their banners and slogans. It had a faint aroma of Union Square but it seemed terribly alive and vital and quite normal.

During the long afternoon Ed Angly of the *Chicago Sun* and I visited a Polish family. The father was a landowner—not large, not small. He had 800 acres about 13 miles east of Lublin.

The family was terribly upset by the results of the Warsaw uprising when the Russians failed to take the city. Also it was obvious that Papa was going to lose a large share of his land. This he seemed to accept. While the family supported Stanislaw Mikolajczyk, the middle-of-the-road premier of the London Polish government-in-exile, they, like other Poles, were adopting a laissez-faire attitude about the new Russian-sponsored Polish committee. Its members were unknown to them. They were waiting. "For what?" I asked. No one answered directly, but one of them said, "We are all counting so much on the Americans to clear things up." We said that was too optimistic.

"I shall burn you alive!"

While we were walking back to the building where atrocity hearings were being held we accidentally met Edward Osubka-Morawski, who is chairman of the PCNL, the executive branch of new Soviet-sponsored Polish administration in areas west of the Curzon line. It is responsible to the legislative Polish National Council, headed by Boleslaw Berut, which has been holding sessions in Lublin.

Osubka-Morawski took us in a jeep to the hearing room. On the dais were members of the joint Soviet-Polish commission, including Father Krusinski, a Roman Catholic priest. The first of the German witnesses on the stand was followed by a tall, grisly character named Staub who had been a trusty at Majdanek. One day, he testified, he saw a truckful of prisoners arrive. They were told to undress. One Polish girl, 28 or 29 years old, refused. Mussfeld, one of the camp's *Oberführer*, began to beat her. She scratched him, yelling, "Why am I to die?" Enraged, Mussfeld roared, "I shall burn you alive!" He called two assistants. They grabbed the girl and bound her hands and legs. She was carried to the crematorium, where they put her on one of the iron stretchers and slid her into an oven. Staub recalled calmly, "There was one loud scream. Her hair flared up in the flames momentarily. Then I could see no more."

Theodore Schölen, a Nazi party member, said, "At first sight of the crematorium I was ashamed." Then he added, "Then I got accustomed to it." Asked who bore the chief responsibility for Majdanek, he replied, "It must have come from Berlin."

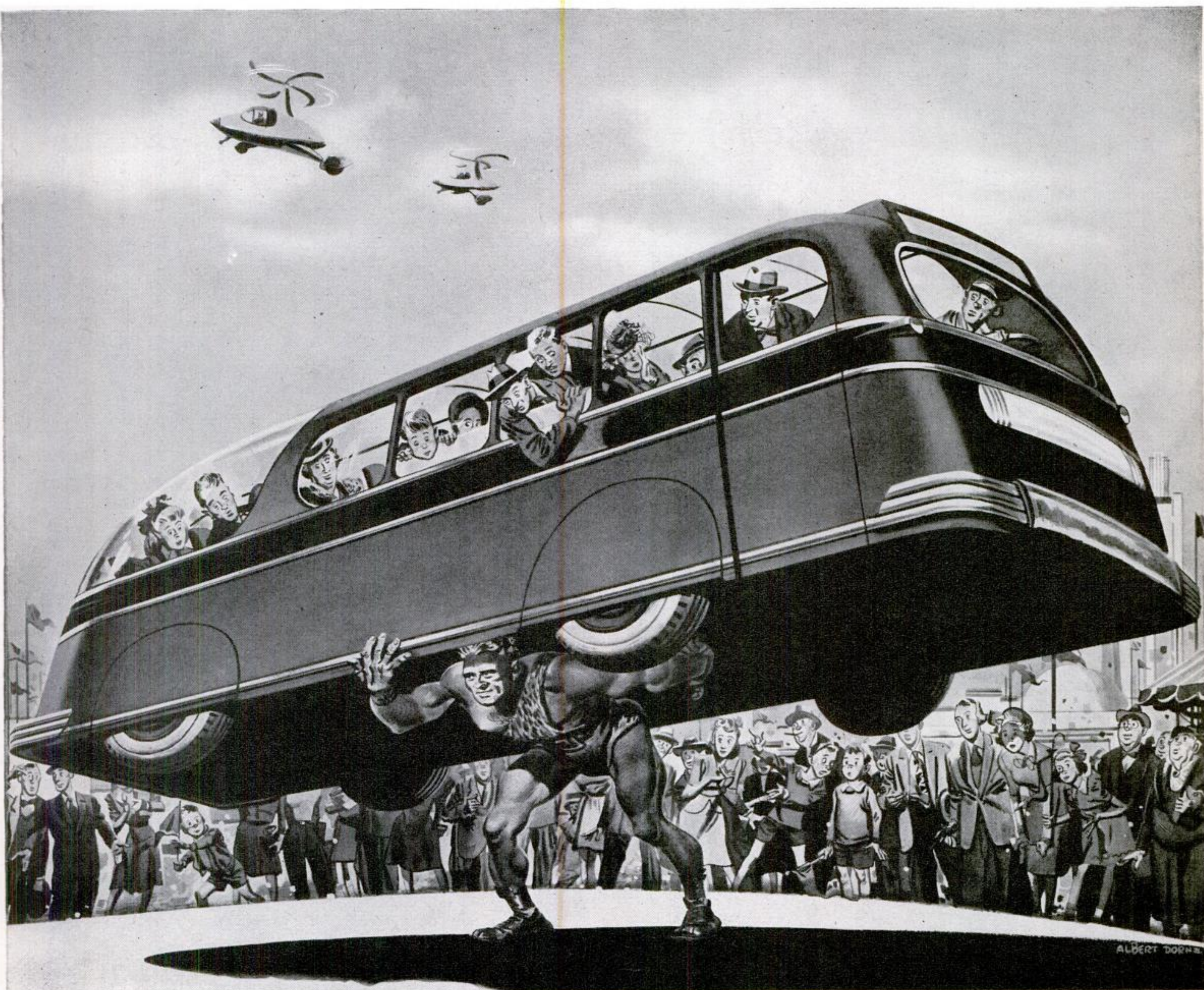
The last witness was Anton Terness, 52, who had been a German officer since 1916 and ranked as a senior lieutenant in the SS. He was bald, pouchy, unpleasant. He audited Majdanek's books. There had been huge profits sent home to Berlin, plus gold watches, rings and bracelets wrung from the camp's victims.

After the hearings and during one of the intermissions we talked to several Poles, including Captain George Boreisza, editor of both the PCNL's official newspaper, *Rzeczpospolita*, and the local paper, *Gazeta Lubelska*. "There has been much criticism of the committee by the peasants," he said. "They want the large church estates broken up but the committee won't do it."

"Mikolajczyk is now our party leader," another Pole said. "We know him and respect him. All over Poland he is known and respected. How long he will be our leader I do not know. If he doesn't come here in two months he will no longer be the head of the Polish Peasant Party as he was for many years. It is not a political question. It is peace. The people want peace more than anything."

Others told us that every new day there was a "passive shift" to the new committee. Not active, just a passive acceptance of things. The PCNL had distributed sugar. They had sheep and goats and pigs flown in from the Soviet Union. They controlled prices.

At supper I sat next to Marya Federel who was a leader of the Polish Socialist Party. "The underground is a world you cannot understand," she said. "Every day you stood on the frontier between life and death. Men did strange, brave things. Now peace is everybody's politics. . . . That is all, simply. No Germans. Peace. After five years isn't that enough?"



"Magnesium makes heavy work light"

Take such a commonplace thing as a bus! Suppose magnesium is used in its construction, what will that mean besides the fact that it is vastly lighter? (Magnesium's weight is only one-fifth that of iron.)

Well, to be brief, passengers will get a *more comfortable* ride, a *cheaper* ride, a *quicker* ride to their destinations. Operating Companies will make more profit.

Because, by eliminating useless weight it will be possible to add conveniences that were simply out of the question before—air conditioning for instance. . . . Starting and stopping, which take up so much of the time spent on a bus will be much quicker—and smoother. . . . The savings on gasoline, oil, tires, engine wear, will be very material indeed.

Not just in transportation, but in manufacturing, in business, in the home, similar elimination of useless weight through magnesium means

priceless savings in time, in energy, in money. That is why Revere has added magnesium to the other metals it fabricates for American industry. With more than one hundred and forty years of accumulated experience in working with metals—we're the oldest in the country—we are particularly well fitted to help develop the many applications of magnesium for its wide range of uses.

At Baltimore, Md., we are already producing magnesium plate, sheet, rod, bar, tube, forgings and extruded shapes. And in connection with the war effort, we have acquired a vast amount of practical knowledge regarding the strength, safety and workability of this marvelous metal. This information is at your disposal for the asking. Just write to Revere Copper and Brass Incorporated, Executive Offices, 230 Park Avenue, New York 17, N. Y.

REVERE COPPER AND BRASS INCORPORATED

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FABRICATORS OF COPPER, BRASS, MAGNESIUM, ALUMINUM, BRONZE AND STEEL

Rely on
Reliance



*Happy Home Dresses
— Oh, So Pretty!*

Imagine finding such pretty cottons at such a wonderfully modest price! The gayest of colors, the smartest plaids and floral prints. Tailored to fit your figure, whether you wear size 12 or 44. Take to water like the proverbial handkerchief. \$1.75 to \$3.25 at your favorite store.

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Ammunition...
Save Them!

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LIFE'S COVER

After spending Labor Day in Pawling (LIFE, Sept. 11), Republican Nominee Thomas E. Dewey drove to New York for conferences with John Foster Dulles, his adviser on foreign affairs, and Herbert Brownell, Republican National Committee chairman. The next day, on an 11-car special train, accompanied by 65 reporters, he started on his 6,700-mile campaign trip to the Pacific coast. In Philadelphia he delivered his opening campaign speech (p. 25-27).

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LIFE'S PICTURES



For 15 years Germaine Kellerman made photographic expeditions with her husband Maurice. He took movies; she, still pictures in Africa, Europe, Asia, the West Indies. In 1940 they took a trip to Japan, made color photographs shown on pages 60-66. Maurice Kellerman, who was American, died and Mrs. Kellerman now plans to start work again in her native Paris.

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12, 13, 14—NINA LEEN-PIX
17—SOVFO
23—GERMAINE KELLERMAN from THREE LIONS
25—EDWARD CLARK
26, 27—EDWARD CLARK—A. P., EDWARD CLARK, A. P.
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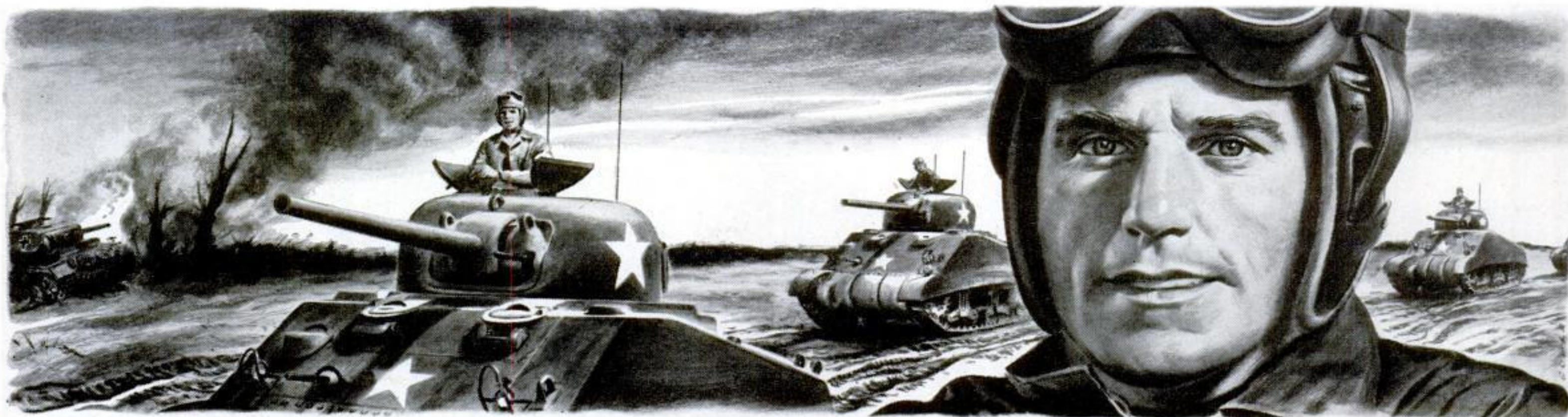


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ADV. BY N. W. AYER



Sgt. Smith depends on five of them to keep his General Sherman tank rolling

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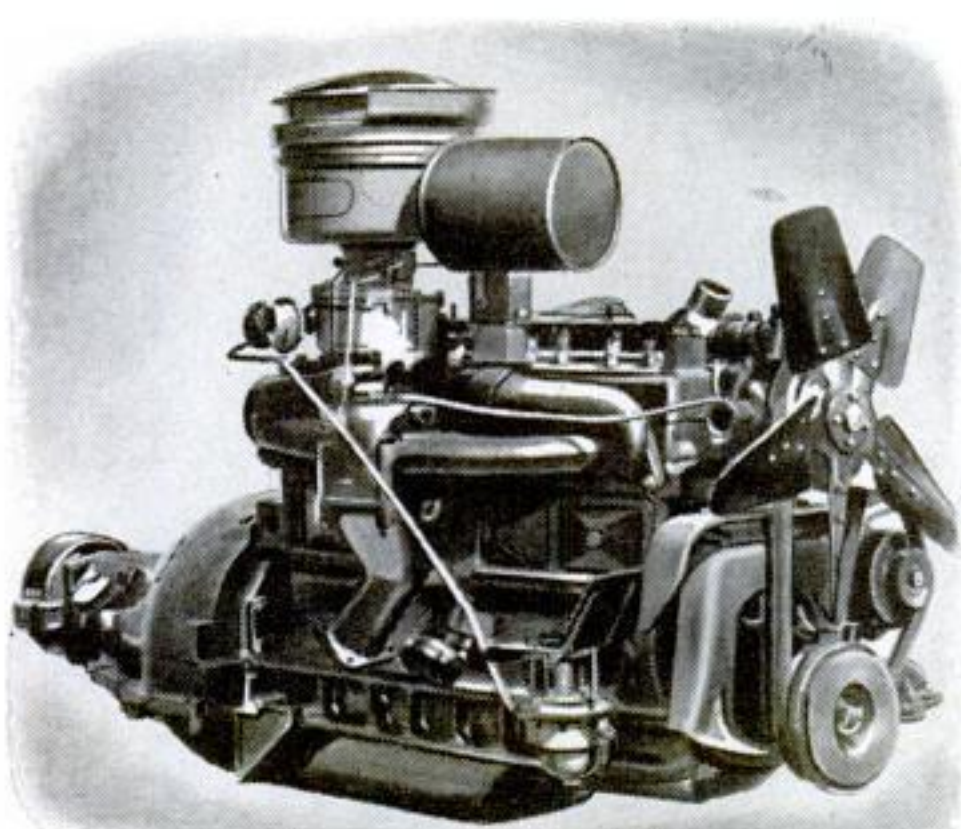
Seaman Jones depends on two of them to carry his landing craft through a curtain of fire straight for a beachhead...

2.



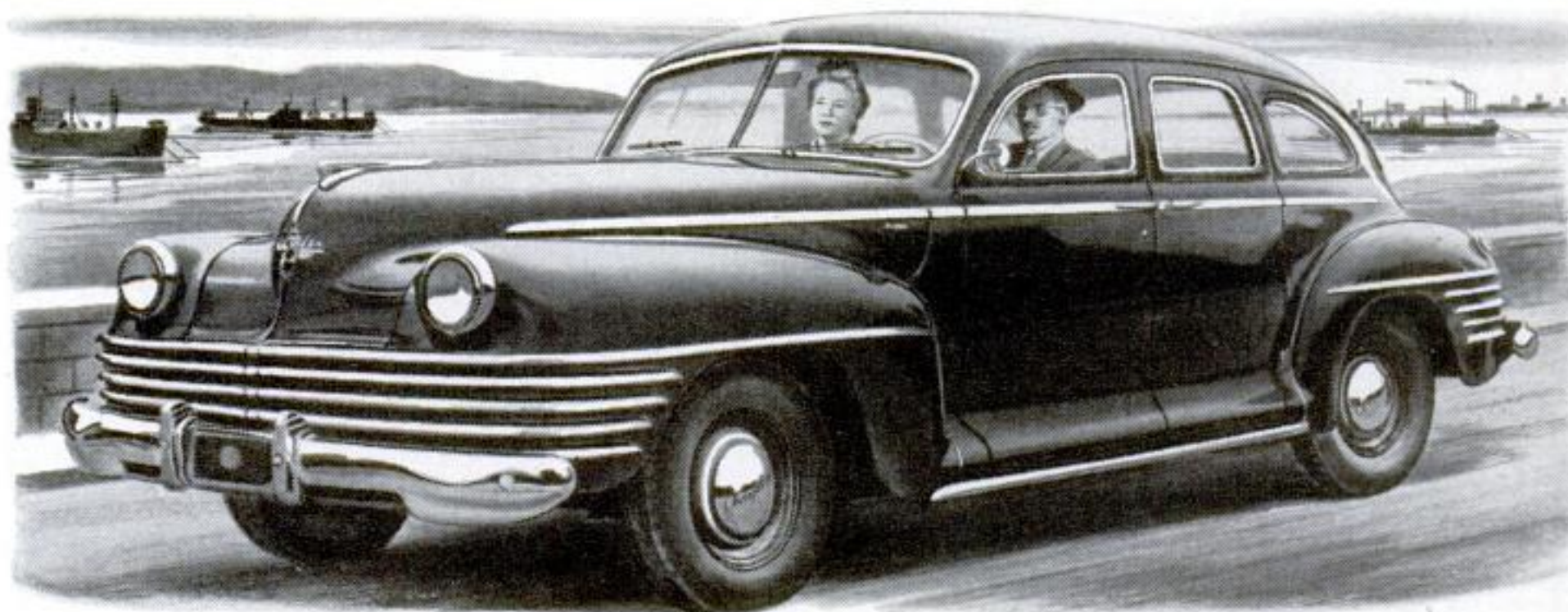
G. I. Joe depends on one to power his fire fighter...one to pump his drinking water ...one to keep his truck moving...

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AT LUNCHEON AT THE BELLEVUE-STRATFORD IN PHILADELPHIA, DEWEY SAT DOWN FACING A RAMPANT ELEPHANT, CAST IN BRONZE, WHICH WAS PART OF DECORATIVE SCHEME

THE 1944 CAMPAIGN GETS UNDER WAY

The 10-car special train pulled into Philadelphia's 30th street Station. The rails were lined with cops. Governor Edward Martin of Pennsylvania and Mayor Bernard Samuel of Philadelphia were there. Behind them a big crowd, waving flags, milled and pushed to get a look at the man with the black mustache and gray Homburg hat. A band played *The Stars and Stripes Forever*. The girls in bobby socks ran after him. "Geez," panted one of them, "he's even better'n the pitchas."

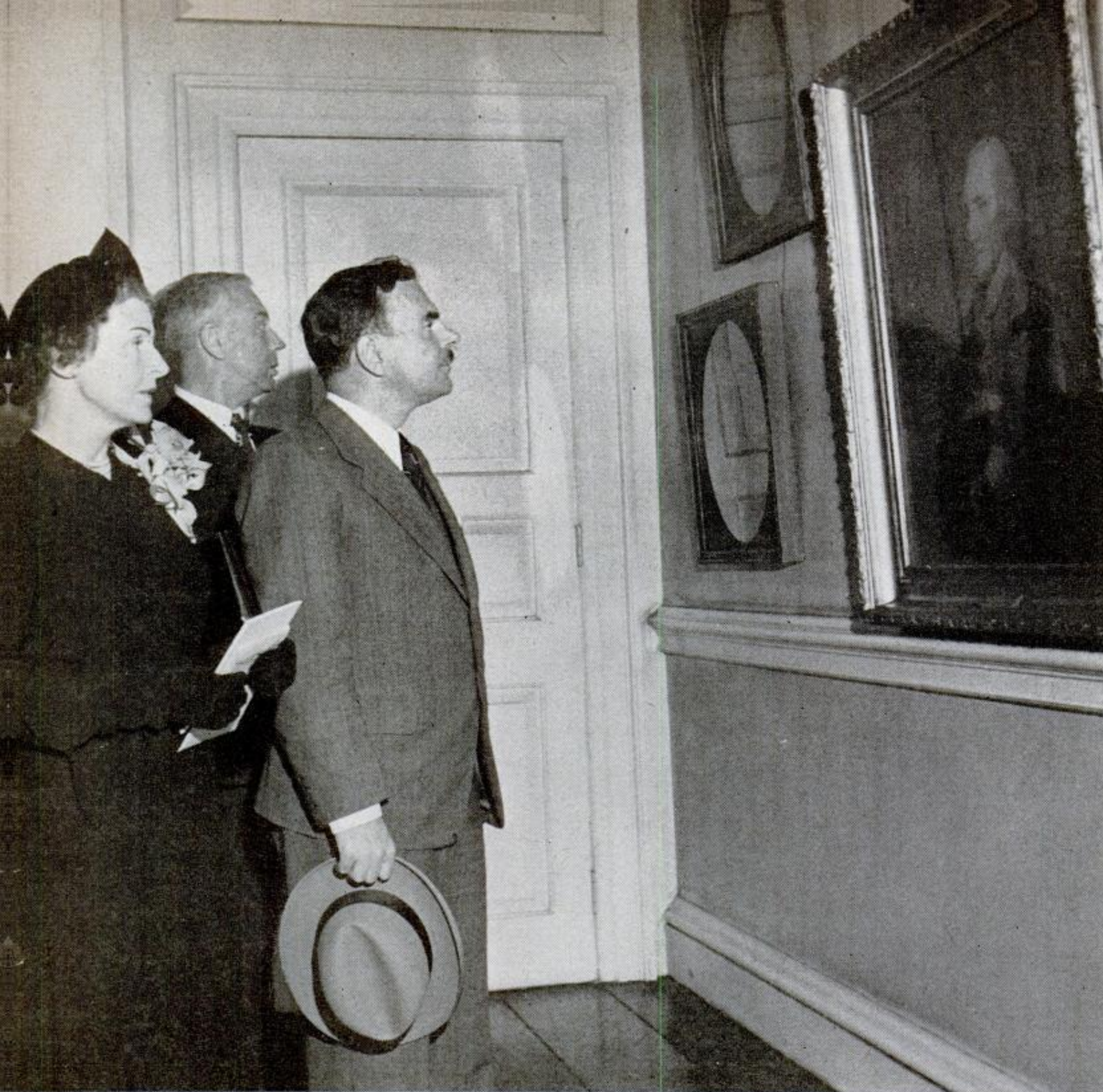
In this way last week, with Thomas E. Dewey's arrival in Philadelphia, the 1944 Republican campaign formally began. After being guest of honor at a luncheon in the Clover Room of the Bellevue-Stratford Hotel (*above*) and visiting the Liberty Bell (*pp. 26-27*), Dewey delivered his first campaign speech

in Convention Hall. In it he revealed the theme of his domestic attacks on the Democrats. He charged that the Roosevelt administration, a "tired, exhausted, quarreling and bickering administration," was an "administration, conceived in defeatism, which failed for eight straight years to restore our domestic economy." Furthermore, he said, it was afraid to release soldiers from the Army for fear they would find no jobs at home.

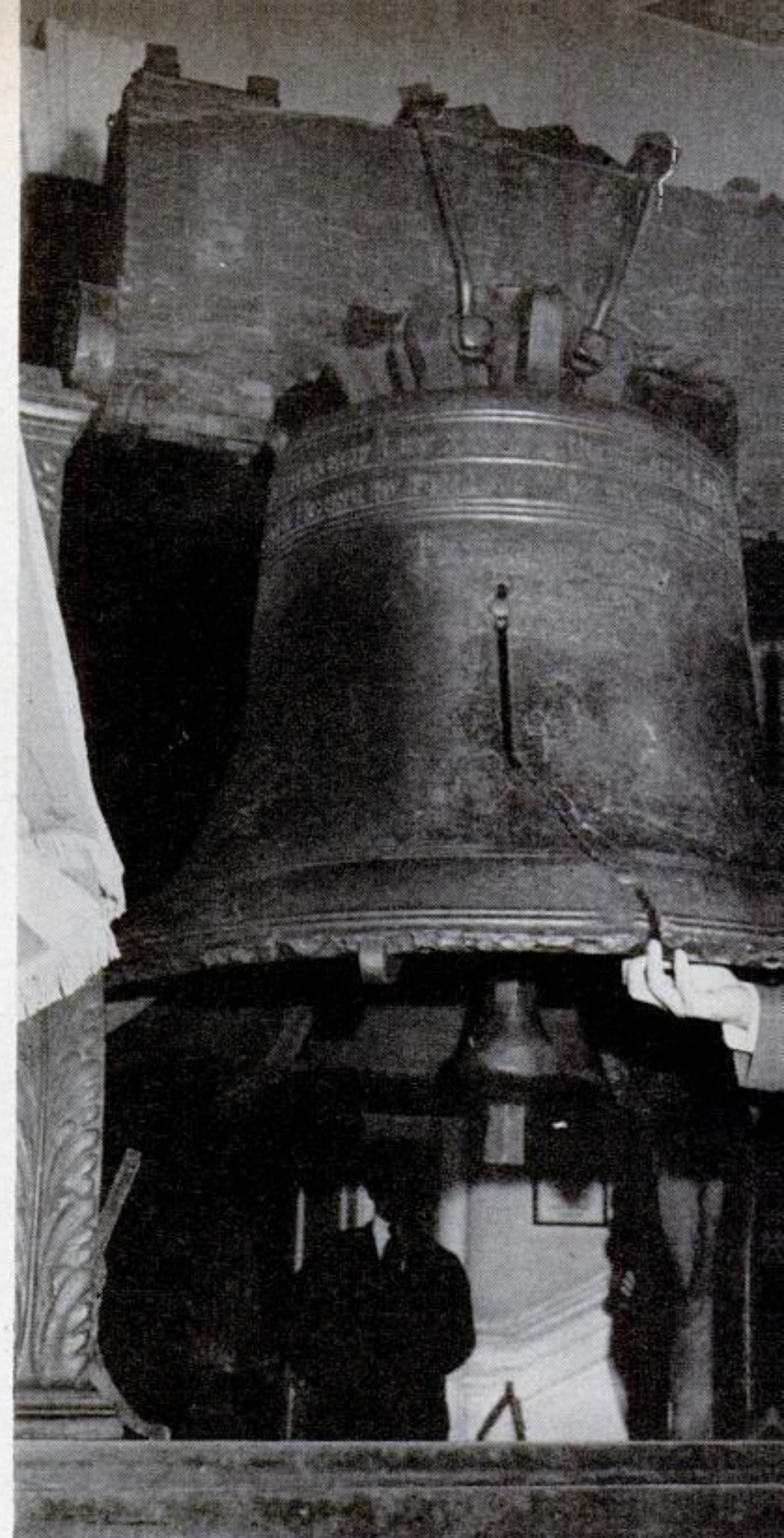
The next day in Louisville, Ky. the campaign train stopped for Dewey to address the National Federation of Women's Republican Clubs. To them he explained his foreign-policy beliefs, which include a worldwide organization with "cooperative means to prevent or repel military aggression." From Louisville he sped on to Lansing, Mich. and his home town

of Owosso. In three weeks he was scheduled to travel 6,700 miles to the Pacific coast and back, deliver seven major speeches and take part in dozens of political conferences. But he was careful to explain that this was not a barnstorming trip. There would be few rear-platform appearances, he said.

In Washington, President Roosevelt greeted the start of the new campaign with the same studied indifference he showed early in the 1940 campaign—until the going got too hot and forced the President to stir himself and fight. He remarked that he had once said he wanted to go home to Hyde Park, his family estate, but not because he was "tired or defeated." He added with studied boredom that a member of his family had listened to Dewey's speech but he had not. However, he had read about half of it.



IN INDEPENDENCE HALL WITH MRS. DEWEY AND GOVERNOR MARTIN (PA.), DEWEY LOOKS AT EARLY AMERICAN PAINTINGS



DEWEYS LOOK AT PHILADELPHIA'S LIBERTY BELL. BEFORE

DEWEY'S SPEECHES

In Philadelphia and Louisville the Republican nominee outlines views on foreign and domestic policies

In Philadelphia, Governor Dewey said the years 1945 to 1948 will be largely peacetime years. The question accordingly is: "What are the prospects of success as a nation at peace?" The Roosevelt administration, he charged, is not only "the most wasteful, extravagant and incompetent administration" in history, but one "which has lost faith in itself and the American people." As an example he accused the administration of being afraid to demobilize men from the Army for fear there will not be jobs for them at home. He quoted General Lewis B. Hershey, Selective Service director, as saying, "We can keep people in the Army about as

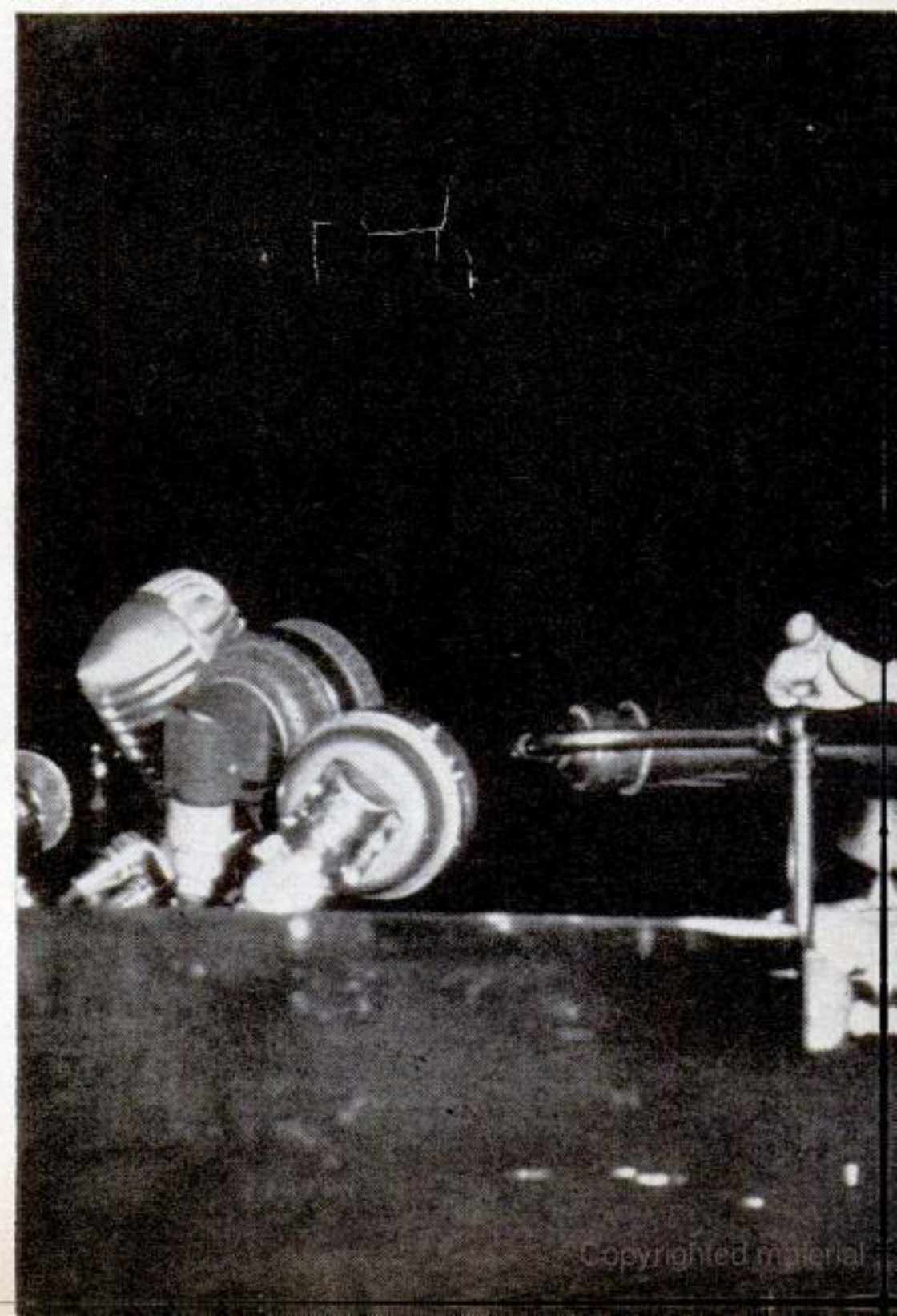
cheaply as we could create an agency for them when they are out." This means, said the Governor, that the administration, which accepts the philosophy that our frontiers are behind us and that America has passed its productive peak, is aware "that the war, with all its tragic toll of death, debt and destruction is the only thing that saved it."

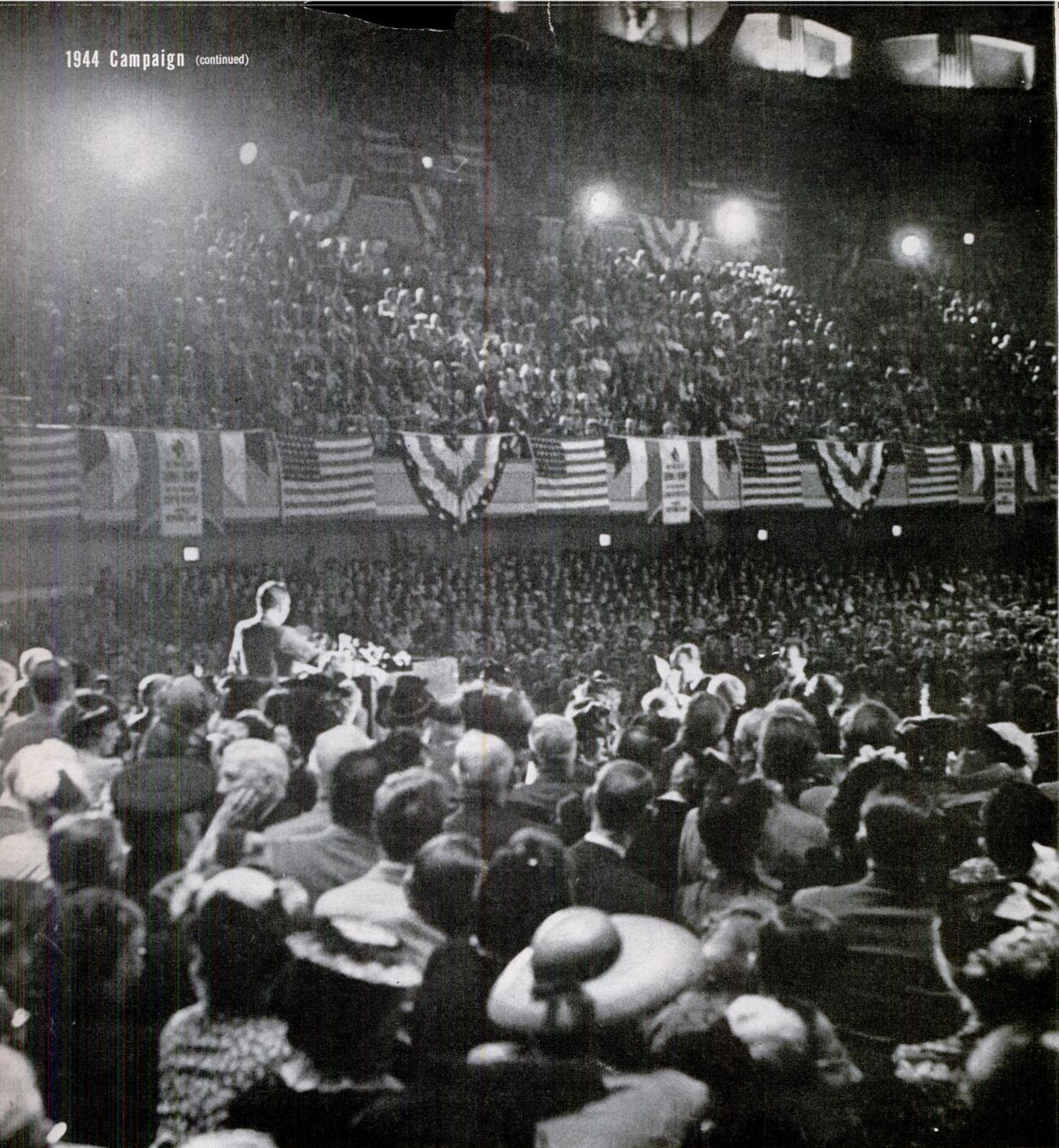
On the contrary, said the governor, "I believe that we have not even begun to build our industrial plant." New production can be found in building badly needed houses, automobiles, vacuum cleaners, clocks, radio sets and millions of other articles. Such production means

DEWEY AND GOVERNOR WILLIS OF KENTUCKY GREET CROWDS ON STREETS OF LOUISVILLE AFTER ARRIVAL OF TRAIN



DEWEY SPEAKS TO NEARLY 10,000 IN LOUISVILLE ARMORY.





BEFORE A CROWD OF 13,500 IN PHILADELPHIA'S CONVENTION HALL (SEATING CAPACITY: 15,000), REPUBLICAN NOMINEE THOMAS E. DEWEY MAKES FIRST FORMAL CAMPAIGN SPEECH

REPUBLICAN PATTERN

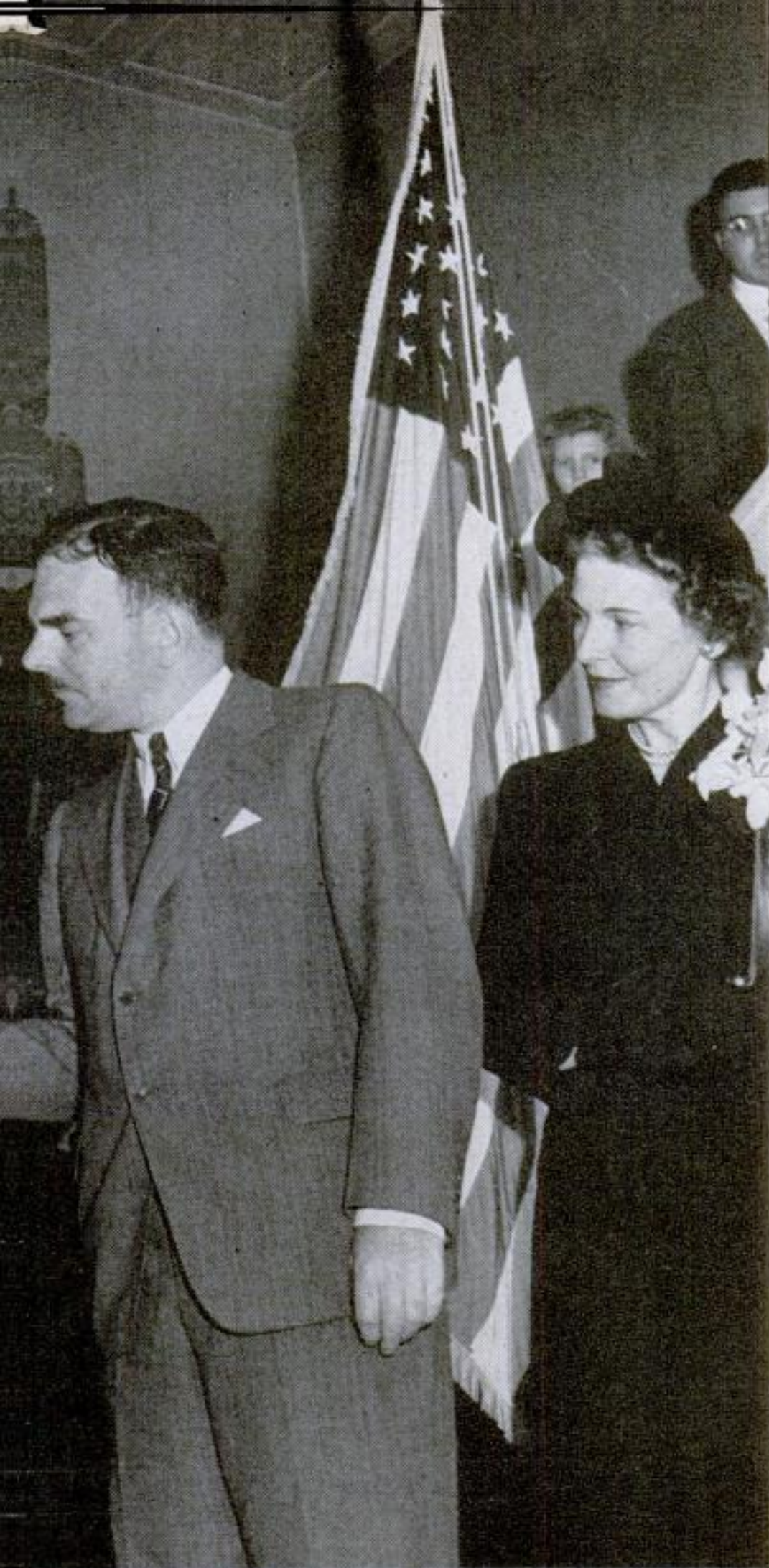
As outlined by Dewey, it says the "tired" Roosevelt administration has no faith in country's future

Governor Dewey's speeches in Philadelphia (above) and Louisville made the Republican pattern for the campaign clear. They will concentrate on the theme that the Roosevelt administration is "old, tired and defeatist," that it does not have faith in the American people and in the future. As to foreign policy, Dewey will support a world peace organization but will oppose profligate American spending abroad and will insist on the right of small nations to participate in international decisions.

As the 1944 campaign began the *Fortune* poll reported that President Roosevelt still was favored by 52.6% of the American people. That was the figure

Dewey was out to try to change by his campaign trip and the vigorous arguments he was setting forth.

The day after the Louisville speech the *New York Herald Tribune* said Governor Dewey had "made his own and his party's stand on the most vital issue of the day [foreign policy] clear beyond cavil." But the *New York Times* highlighted a difficulty. The party, it said, "has been divided—and continues to be divided—on questions of foreign policy." It is up to Mr. Dewey, it added, to pledge his party to a definite course of action so that his authority, in case of election, will be adequate "to the great demands which will be made upon it. . . . He has made a good start."



THE CAMERAS MRS. DEWEY IS GRACIOUS BUT NERVOUS



INDEPENDENCE HALL CUSTODIAN, WARREN McCULLOUGH, SHOWS THE DEWEYS PAINTING OF SIGNING OF CONSTITUTION

jobs. "We must have a government which believes in enterprise."

In Louisville, Governor Dewey declared: "We cannot meet the problems of peace on any hush-hush, pussyfoot basis. The steps . . . cannot be secret." Such efforts for peace, he added, must be nonpartisan, like the recent talks between Secretary of State Hull and Dewey's representative John Foster Dulles. On certain aspects of the world organization, he reported, "We are, I think, agreed." These include a "general assembly comprising all peace-loving nations of the world" and a "council small enough for almost contin-

uous meeting and prompt action. The major nations will participate in the council and the smaller ones through selected representatives." In the matter of small nations, he reiterated his belief that the big powers ". . . must not assume the right to rule the world. . . . To us, might can never make right." He stated, "Some 60 nations . . . great and small, must help to shape it [the world organization], believe in it, join it and make it work. . . . Our problem is not how to stay out of a future war, it is to prevent a future war."

Discussing the enemy, Dewey promised complete disarmament for Germany and Japan. In the case of

Germany he suggested that she be deprived of her aviation industry and that her Ruhr Valley be internationalized. Toward the end of his speech he repeated his Philadelphia charge that the Roosevelt administration plans to keep men in the Army after the war. He denounced "an American WPA for all of the rest of the world" and said the "Washington wasters," who believe "America is old and its period of vigor is all over," are trying to "buy the goodwill of the world." Instead he said, America should, "by her conduct and example, give leadership and inspiration to all the world. . . . America is at the morning of her destiny."

FOR STORY ON KENTUCKY AND ITS POLITICS, SEE PAGE 92



DEWEY SIGNS AUTOGRAPHS AT THE LOUISVILLE STATION. NO RECEPTION WAS PLANNED BUT 1,500 PEOPLE MET HIM





TWO BIG PORTRAITS OF ROOSEVELT AND TRUMAN DECORATE THE BARTON COUNTY COURT HOUSE, LAMAR, MO. AS SENATOR TRUMAN SPEAKS IN THE TOWN WHERE HE WAS BORN

DEMOCRATIC PATTERN

As outlined by Truman, it warns
against accepting inexperienced
leadership for tough days ahead

In his acceptance speech of the Democratic nomination for vice-president, Senator Harry S. Truman made the Democratic pattern for the campaign just as clear as Dewey made the Republican. The theme: the indispensable man. Before an audience of 7,000 under a full moon in the little Missouri town of Lamar, where he was born 60 years ago and where he had returned only once in the 56 years since he left as a 4-year-old, Truman warned the American people against accepting untried and inexperienced leadership for the difficult days ahead. "Decisions that will determine our future for years, even generations to come, will have to be made quickly. If they are made quickly and wisely by

those who have had years of experience and the fullest opportunities to become well informed with respect to our national and international problems, we can have confidence that the next generation will not have to spill its blood to rectify our mistakes and failures."

He said nothing about himself, little about any 1944 Democratic program. He reiterated the word "experience" and told his listeners under the elms and over the air: "You can't afford to take a chance. You should endorse tried and experienced leadership."

Labor Day Senator Truman journeyed to Detroit and addressed a C. I. O. rally in Cadillac Square. His theme: Roosevelt is the greatest friend labor ever had.

THE NEW TAX PLAN

IT IS MORE THAN TAX REDUCTION, IT IS TAX REFORM—WITH A VIEW TO "FULL EMPLOYMENT"

One symptom of the postwar psychology now sweeping America is the hope of lower taxes. For the first time in 15 years the next over-all tax move will almost certainly be down instead of up. This novel prospect has set people to asking each other, "How soon?"

The answer is, "Not very." But it is not too soon to think about the happy day. Various businessmen have been drawing up postwar tax plans that deserve the most careful consideration.

Not everybody favors tax reduction. Federal Reserve Chairman Marriner Eccles, for example, thinks the transition period is so fraught with inflationary possibilities that "wholesale tax reductions are out of the question." He may be right. But much more widespread than fear of inflation is the fear of postwar deflation and unemployment; and that is what impelled these businessmen to work out their tax plans.

The Present System: A Mess

The most widely discussed tax plan is that of the Committee for Economic Development, published last week. C.E.D.'s research committee, aided by some of the country's best economists, worked at it for a year and a half. They are businessmen, but they did not proceed on the assumption that "what's good for business is good for everybody." They are not just trying to untax themselves. They are not even trying too hard to sell their own plan. Their main purpose is to get people thinking about the federal tax structure, past, present and to come.

The present and prewar federal tax structure is a patched and gumstuck mess, a mess of political compromises, oversights and accidents. Roswell Magill, former Under Secretary of the Treasury, once said that a good tax structure should be three things: simple, adequate, fair. Not for many years has our federal tax system laid claim to any one of these adjectives, let alone all three.

Fair? Since 1936 it has discriminated outright against receivers of dividends; their income is taxed twice while that of bondholders is taxed only once. This might make sense if bondholders were more useful to society than stockholders, but the reverse is probably truer. Adequate? Not since 1930 has the tax system yielded enough revenue to balance the budget. Simple? Form 1040 was bad enough; but only corporation accountants and lawyers know how many man-hours can go into a really complicated tax return.

There is every reason for rethinking and replanning our entire federal tax system, and there's no time like now.

The C. E. D. planners accept two of the Magill criteria, fairness and adequacy. Their proposals are also much simpler than what we have now, although no equitable modern tax system can be really simple. But the first objective of the C. E. D. proposals, their

"key consideration," is something wholly new in U. S. tax philosophy. This objective is "high-level employment." The C. E. D. wants a tax system that will result in the maximum creation of new jobs.

This may not sound revolutionary but it is. Everybody knows that tax policies affect the state of business; but no peacetime U. S. tax law has ever been based on an acceptance of these fiscal facts of life. Most secretaries of the Treasury, including Morgenthau, have had no larger tax philosophy than "raising money," and raising it as painlessly as possible.

And now here comes a group of businessmen to tell us that jobs should be the key objective of tax policy, an even more important objective than balancing the budget. They know that the postwar federal budget will be enormous—at least 16 to 18 billion dollars, compared with less than 9 billion dollars in 1939. But, says C. E. D., "the very magnitude of the prospective tax load after the war demands an attitude of boldness in our fiscal planning." Hence they aim to balance the budget only when the economy is balanced first. Their proposals contemplate sizable reduction of the public debt only after the postwar national income reaches 140 billion dollars (figured on 1943 prices)—a figure which means that business must provide some 7 to 10,000,000 more jobs than it did in 1940, and which also means a vast improvement over our prewar standard of living. It is for all practical purposes the equivalent of that ill-defined shibboleth, "full employment."

How It Works

That is some goal. But C. E. D. thinks it can be attained and, in fact, surpassed within the first postwar decade. Until it is attained C. E. D.'s key tax objective is to encourage new production and employment by letting business expand.

How can tax reform promote this expansion? Not by positive "incentives," for no tax was ever anything but a burden. But the burden can be distributed so that it hampers expansion as little as possible. C. E. D. would place most of the burden on the personal income tax although reducing the rates in all brackets. C. E. D. would eliminate excise taxes almost entirely since they are a drag on consumption. And C. E. D. would, in effect, eliminate the corporate income tax by making the corporate rates equal to the standard personal rate (16% to 20%) and then giving stockholders credit for the tax paid by the corporation. The corporation thus becomes a mere withholding agent and corporate income is taxed only once—the end of "double taxation."

To drop the corporate income tax is not an idea with much political sex appeal. Corporations have long been the easy mark of our

tax system since they don't vote and their taxes are concealed from public view. Yet corporations do not really "pay" taxes at all, any more than a gallon of gasoline "pays" the tax assessed on it. Whether they realize it or not, all taxes are ultimately paid by people.

The people who pay the corporation's taxes are the people who would otherwise receive its income. These people are primarily the stockholders, although wage earners and customers could also claim a bigger cut from the corporation's increased earnings. With no corporate income tax the stockholders would get and spend more dividends, thus strengthening the consumer market. But equally important, the stockholders and the corporate managers would have a greater incentive to plow back their increased earnings, to expand.

Most of the potential postwar expansion in our business system lies in our corporations—old ones and new ones, large and small. The corporate income tax, thinks C. E. D., is the greatest single present deterrent to this expansion. There is no way to prove this, but there are good reasons to believe it. Certainly it is an assumption worth placing a big bet on. There is no alternative bet that promises anywhere nearly so much. For the pay-off would be a healthy, widespread, peacetime expansion—something Americans have not enjoyed for 15 years.

Why Not Try Boom?

The soundest criticism of C. E. D.'s tax plan centers around the fear that the corporate managers and stockholders will not respond to the new incentives. They may hoard their profits instead of investing them, instead of raising wages, lowering prices or even paying them out in dividends. If that fear proves well grounded the C. E. D. plan would have to be revised.

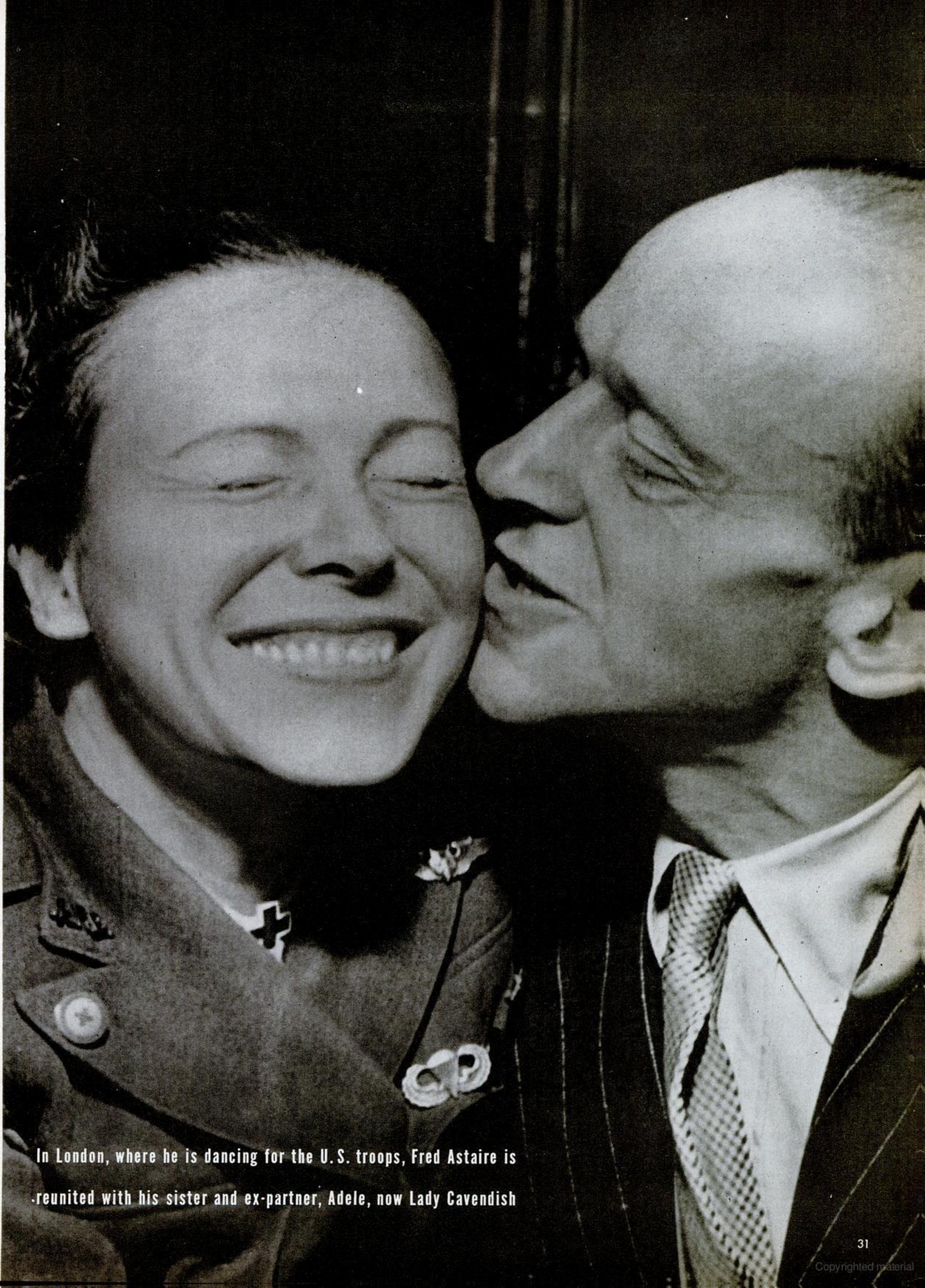
Yet the whole fear of corporate hoarding ("oversavings," as the New Dealers call it) may be due for sharp revision after this war. Oversavings are nothing but underinvestment. The war has proved that government spending creates employment when the government can think of enough things to buy, such as guns, tanks and planes. But neither the war nor the 1930s have proved anything about the possibilities of private expansion when a well-heeled citizenry starts thinking about the things it wants to buy, and an aggressive and self-confident business community starts anticipating the citizenry's desires. If we have a real boom—and the men, money and materials for it are all on hand—the problem of balancing the budget and reducing the public debt will be fairly easy. If we discourage the boom by a tired obsession with primitive or pessimistic tax theories we may miss the chance of a lifetime for a new burst of enterprise, freedom and growth

PICTURE OF THE WEEK:

Fred and Adele Astaire had not danced together since 1932 when Adele married Lord Cavendish and went to live in his Irish castle. Last March,

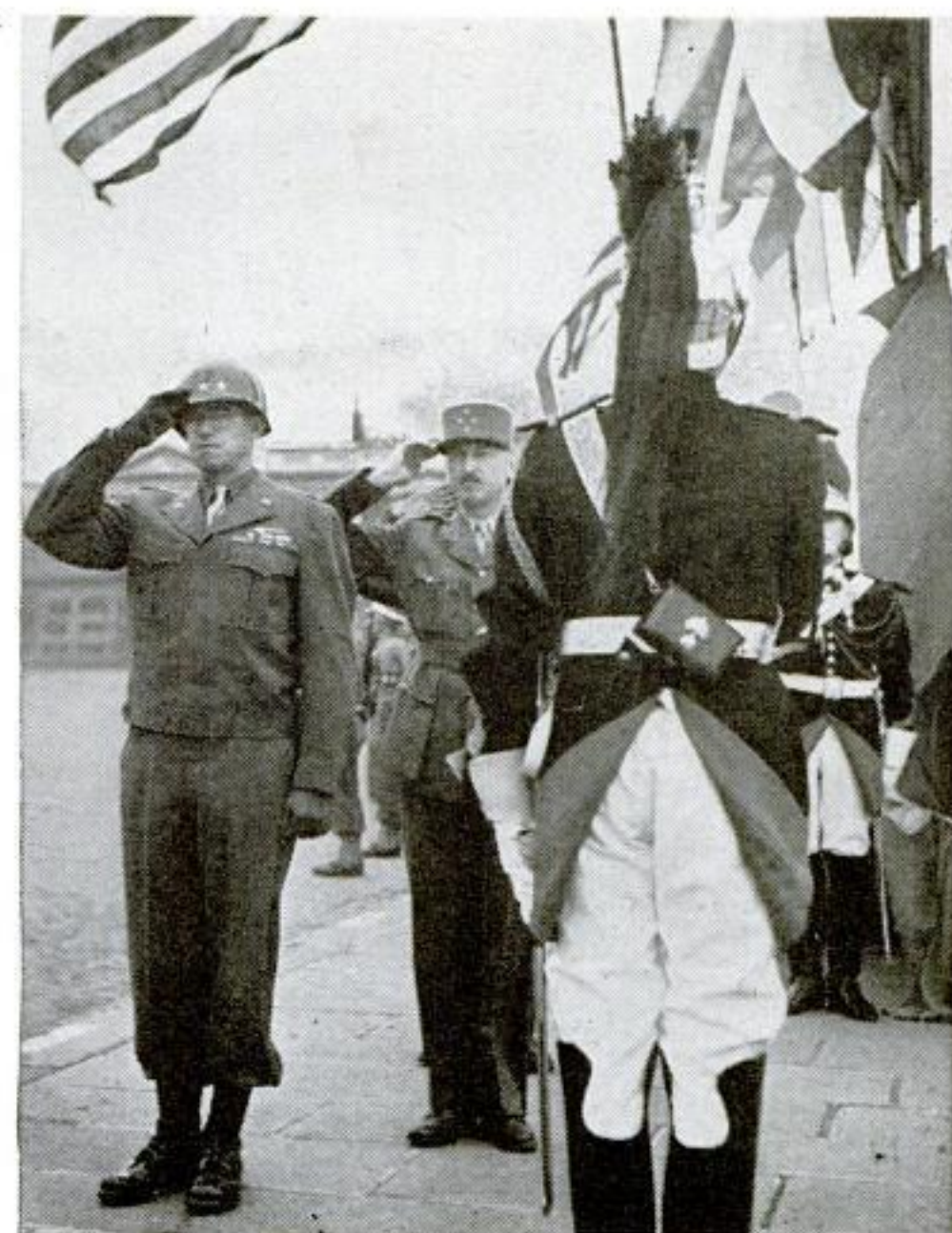
after long illness, Lord Cavendish died. Fortnight ago, Fred dropped in on the Rainbow Corner in London to entertain U. S. soldiers. He met Adele,

who is a hostess there. Fred and Adele embraced happily and then, breaking into one of their old routines, the famous team danced together again.



In London, where he is dancing for the U.S. troops, Fred Astaire is reunited with his sister and ex-partner, Adele, now Lady Cavendish





ALLIED GENERALS BRADLEY & KOENIG TAKE THE REVIEW

MARCH THROUGH PARIS

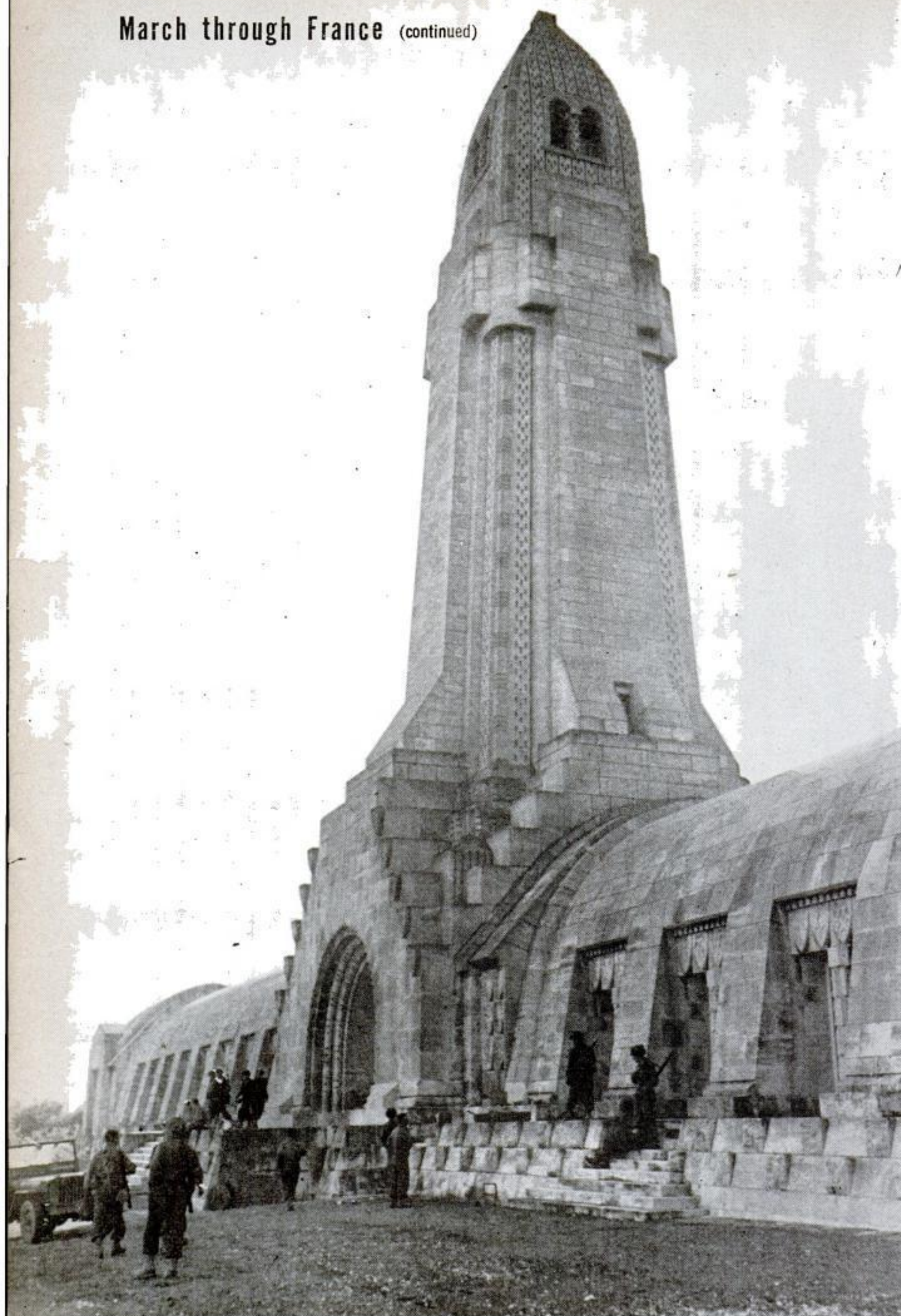
GIs march down the Champs-Élysées

Down the Champs-Élysées, the straight wide stretch from the Arc de Triomphe to the Place de la Concorde, swung the phalanxes of free-striding Americans on the afternoon of Aug. 29. They wore battle-dress and, except for the officers and white-brassarded medical men, carried their rifles slung. The rain-washed air of Paris rang to the strains of *Dixie* and *Marching Through Georgia* as well as the *Marseillaise* and *God Save the King*. The Parisians shed the tears they had withheld so long. For this was the visible symbol of history's having come full circle after 26 years—four of them very bitter years.

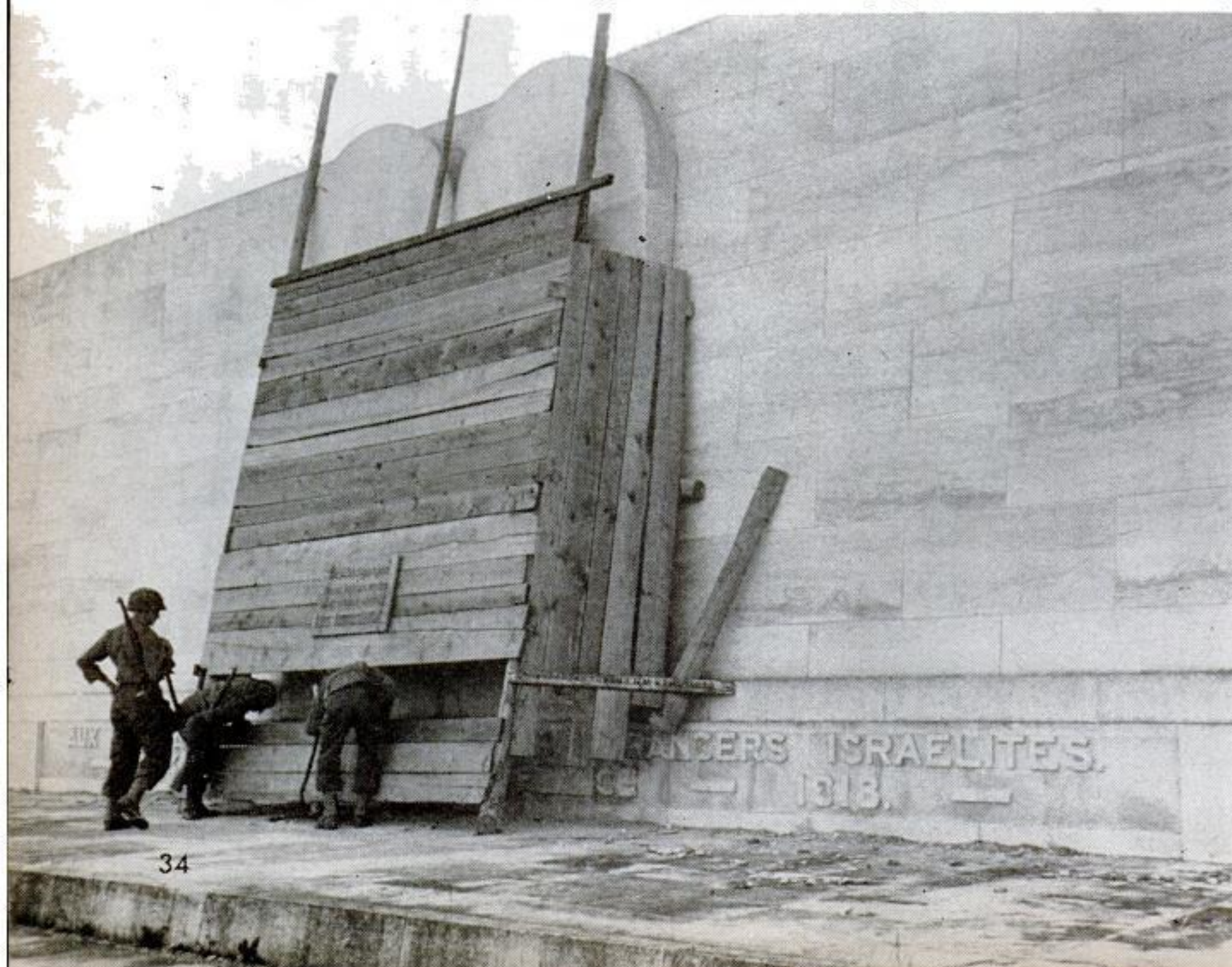
This was not, however, a triumphal parade, as General Dwight Eisenhower made clear two days later. At the urgent request of French officials the two American divisions had been rerouted through Paris on their way to the front, in order to quiet the city. The official parade would, of course, include all the Allies, possibly headed by the British, who had fought longer than anyone else in the long war to liberate Paris.



BRADLEY PUTS WREATH ON TOMB OF UNKNOWN SOLDIER



After Paris, France was rapidly overrun and the American First Army broke into Belgium taking Mons, where the German disaster described by Belden at right took place. Above, at Verdun, Americans find Douaumont Hill monument. Here in 1916 the Germans lost 400,000 men. Below is French monument for Jewish war dead. French protests stopped Germans from destroying it, so Germans boarded it up.



THE BATTLE OF MONS: SEPTEMBER 3-5, 1944

Germans make a colossal and costly mistake

by JACK BELDEN

by Press Wireless

The German general sat on the iron ladder inside the sugar refinery and stared at his black, polished boots. There was no motion around him save the wisps of smoke that curled up around his bowed head as he puffed pensively on a fat Manila cigar. On his breast he wore a gold Swastika.

Outside the refinery dead men peopled the fields in attitudes of grotesque helplessness and wounded men lay amid the still-burning wreckage of smashed German motor columns. On the road a Belgian woman danced up and down with her finger across her throat, screeching, "Kaput Hitler."

It was the end of the trail for the German commander and he sat there savoring the full flavor of his bitter knowledge. He and two other generals—one of whom had organized the air attack on Crete—had tried to lead more than five divisions out of Belgium into Germany in order to get behind the West Wall and make a last-ditch defense of the Fatherland. Within 48 hours one American armored and one American infantry division had trapped and virtually destroyed them. The whole rear guard of the German army had completely vanished.

The Battle of Mons, in which this rear guard was destroyed, will probably rank as one of the most decisive actions of our campaign in Europe. It will probably also rank as one of the most curious battles of the war. Neither the Germans nor the Americans expected it to take place. As they retreated east out of northern France the Germans did not know that American armor had already crossed the Belgian frontier and occupied the cities of Mons and Maubeuge. Had they known this, they might have struck north around our most advanced columns and then headed east. But instead they advanced 30,000 strong, bumper-to-bumper down both sides of two highways. Giving the enemy credit for information they did not have, the Americans did not expect the Germans to walk right into our lines.

Southwest of Mons on the morning of Sept. 3, U. S. fighter planes operating with the advanced armor discovered and attacked nearly 1,500 of their vehicles heading eastward. Jammed on the roads in double and triple columns, the Germans had no way to disperse their cars and little way to avoid a merciless strafing and bombing. Still they pressed eastward, for to them that was the way to safety and Germany.

By 9 o'clock in the morning the enemy columns began converging on Mons, striking the tail of our First Army armored unit in that city. At the same time our infantry was moving northward toward Mons in parallel regimental lines. This advance soon carried the Americans against the whole length of the German columns which, caught on both flanks; were squeezed between the armor and infantry and raked by a murderous crossfire. The subsequent slaughter, decimation and dispersion of 20,000 to 30,000 Germans in the Mons-Maubeuge area took place within the space of a few hours. Two or three thousand Germans were killed and nearly 20,000 taken prisoner.

German tanks in the middle of truck and passenger-vehicle columns were shot and blasted. They careened over cars, blocking the columns until everything on the roads was choked with no way of escape left open. Totally surprised and bewildered, the German rank and file began to break to pieces. Some fled south to escape through the fields only to fall in droves before our small-arms fire. Confused and rioting German enlisted men often broke away from officers to surrender. One single American company captured over 2,000 prisoners and some battalions often couldn't fight because they were overwhelmed by prisoners. An American MP directing traffic during the night suddenly discovered that he had motioned an obedient German Mark V tank into the U. S. assembly area.

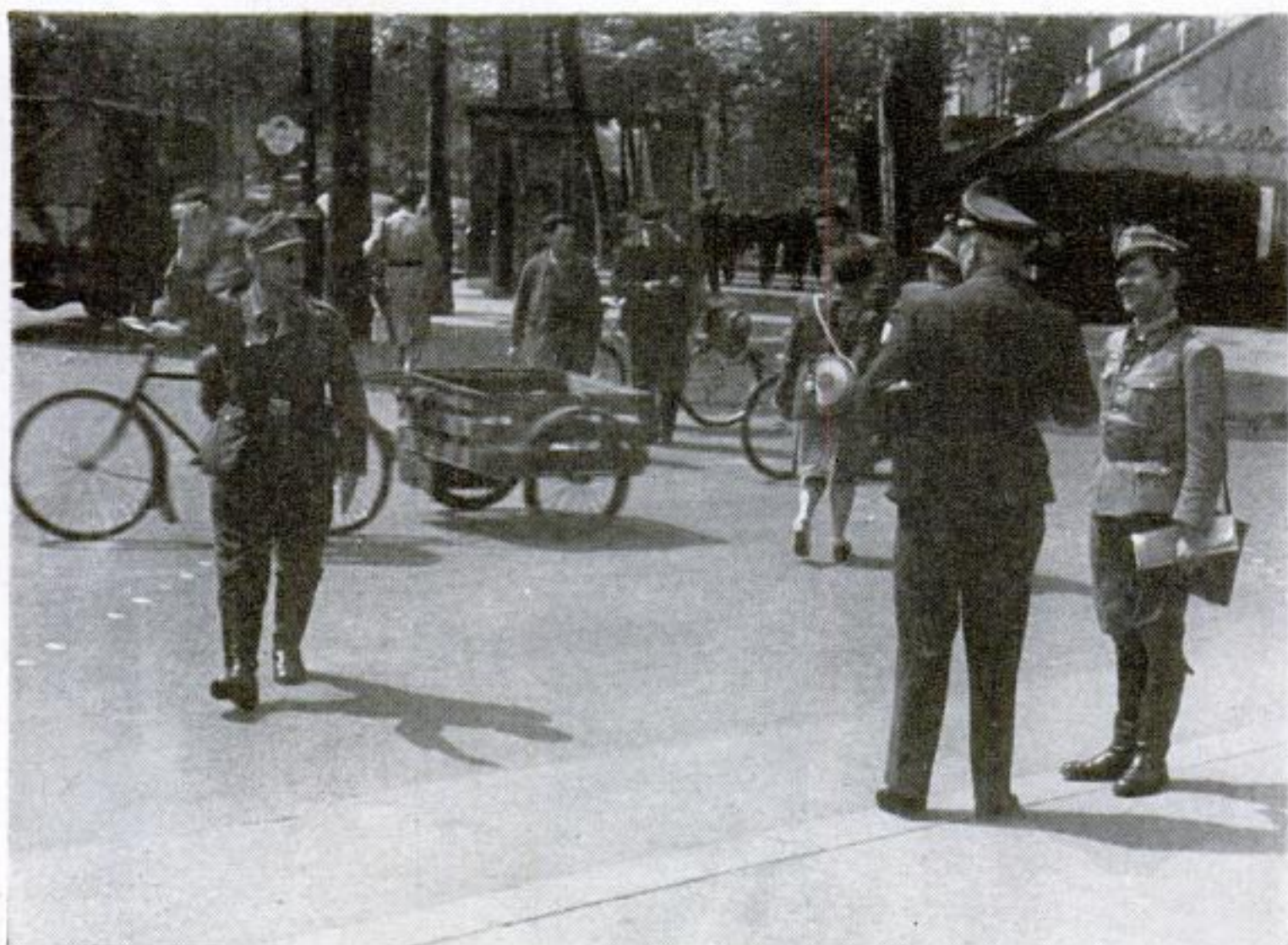
Throughout Sept. 3, 4 and 5 other German columns, evidently unaware of the deathtrap, continued to burst into our swollen lines around Mons. Just a little while ago 4,000 prisoners were marched through Mons eight abreast on the road. They are still coming on.



The Aisne-Marne Memorial, erected by the U. S. government outside Château-Thierry, celebrates the feats of many U. S. units fighting once again in France. Here the Americans stopped the German attack in June 1918 and went on the offensive. By last week the war had washed over these old battlefields with a rush, was approaching the Siegfried line. Eisenhower had the

choice of hitting the line at its strongest point toward the south, or of breaking north across the flat German country leading to the great Ruhr cities and Bremen, Hamburg, the Baltic. The important question was how many priceless September days the Allies would have to spend regrouping and resupplying their armies before the pay-off attack could be launched.

PICTURES BEFORE LIBERATION SHOW HOW THE GERMANS SPENT LAST DAYS IN PARIS



The Hitler salute, decreed for the Wehrmacht after the assassination attempt of July 20, is given by a German soldier (left) to two officers, one an SS man, the other a courier. The pictures on these pages were taken by French during the last days of the German stay in Paris.



Another Hitler salute (right) is apparently ignored by two armed soldiers who are, in turn, being ignored by the chic, young Parisienne at left. This is on the Champs-Élysées looking up toward the Arc de Triomphe. The soldiers are probably from General von Choltitz' IV Corps.



On the way out two overloaded Germans pass two costumed youths who are advertising a show, "The Jugglers of the Royal Palace," to be given between 3 p. m. and 9:30 p. m. A faint smile twitches the mouth of the woman (at left) at sight of the sweating, departing Germans.



Another conqueror leaves with his arms. This one seems very young. The Allies have captured some 13-year-old soldiers in France. Because they left in a hurry, the Germans did Paris small injury. Later their planes returned to bomb the huge wine stocks that they had left behind.



Sleepy German dozes near Avenue du Bois-de-Boulogne beside a Parisienne. Rediscovered in Paris were Painters Picasso, Derain and Laurencin, Designer Lanvin, Poet Cocteau, Dancer Mistinguett. Accused of collaboration were Actor Sacha Guitry and Singer Lucienne Boyer.



Down the Avenue de l'Opéra a German gets his camouflaged car out of Paris the hard way. Presumably he is looking for gas, which was hard to find in Paris. A pint of milk cost about \$8; a pound of butter, \$10. The Allies promptly moved in 2,400 tons of food stocks a day.

SOME STAYED TO FIGHT AND SURRENDER BUT MOST TRAILED HASTILY OUT OF TOWN



The final exit shows a column of carts, half of them empty, drawn by a tractor and heading east on the Rue de Rivoli. Note empty street. In their looting, Germans did not take much of Paris' art. They were held back by their own art commissioner, Count Wolf von Metternich, a

non-Nazi. The German IV Corps, who surrendered in Paris, were first-class fighting men. They had fought the Allied armies half the way across France from Normandy to Paris. Smashed in France were the German First, Seventh, Fifteenth, Nineteenth Armies and Fifth Panzer Army.

(continued)



BUCKET BRIGADE IN BRUSSELS TRIES TO SAVE DOCUMENTS FROM PALAIS DE JUSTICE, PROBABLY EVIDENCE AGAINST COLLABORATIONISTS THAT GERMANS TRIED TO DESTROY

THE PEOPLE OF BRUSSELS HELPED SAVE THEIR CITY FROM GERMAN VANDALISM

Ten days after Paris was liberated the British Second Army liberated Belgium's capital, Brussels. Last-ditch vandalism of the Germans there was to set afire the Palais de Justice overlooking the city. Girl employees helped form line (*above*) to pass from hand to hand the documents stored in its library. The Germans also burned the Louvain Library for the second time in 30 years. Much destruction was prevented by Belgium's "White Army" of Underground fighters,

who were invaluable help to Allied Armies. All the European Underground had given priceless information to the Allied air forces before the invasion and to the invasion armies on the march. Inevitably, some indulged in excesses of violence, for the Germans had forced them to be what they now were—bitter and desperate men. Said one Underground leader: "In America people still believe in good Germans. . . . In Europe nobody believes in good Germans any more."

YOU'LL ENJOY BING CROSBY IN "GOING MY WAY"... HIS LATEST PARAMOUNT PICTURE

"There's no friend like
an old friend...and that's how
I've felt about Chesterfield ever
since I first sang for them
several years ago"

Bing Crosby

For my Friends and Guests...
IT'S CHESTERFIELD

Yes Sir... Millions know Chesterfields
always Satisfy... They're Cooler, Milder and
Better-Tasting. More smokers are finding this
out every day... so next time, do justice to
your taste... ask for Chesterfield's **RIGHT**
COMBINATION WORLD'S BEST TOBACCOS





"A man doesn't get to be a grandfather every day!"

There is one very good reason for taking your time over Dry Paul Jones. When you linger over it, you'll have more chance to enjoy the fullness of Paul Jones' flavor...one of the most magnificently full-bodied flavors that ever graced a whiskey. Try sipping Paul Jones and see. *Blended whiskey* — 86 proof. 66 $\frac{2}{3}$ % grain neutral spirits. Frankfort Distillers Corporation, New York City.

DRY *Paul Jones*
...a distinguished whiskey since 1865



ANN CURTIS IS BEST IN MIDDLE-DISTANCE SWIMS. SHE HAS SWUM 1,000 YARDS IN 12 MINUTES AND 42 SECONDS, FASTER THAN ANY AMERICAN WOMAN HAS EVER SWUM BEFORE

ANN CURTIS

Nation's best girl swimmer comes home to celebration in her honor

When Ann Curtis came home to San Francisco after the Women's National A. A. U. championship swimming meet in Kansas City, Mo., she had become greatest girl swimmer of the year. To welcome her, a mob of 1,500 fans crowded around San Francisco's Fleishhacker pool and watched 18-year-old Ann demonstrate powerful stroke that won the 100-meter, 400-meter, 800-meter and 1,500-meter free-style titles.

Ann Curtis holds eight national titles. With her easy, balanced crawl, she has broken the world's rec-

ord in both the 880-yard and 800-meter free style, first American girl swimmer to break a world's record in 13 years. Although Ann has not reached her peak, she has already been called the best girl free styler since Helene Madison, famous star of the 30s.

Born and raised in San Francisco, Ann learned to swim when she was 9 years old, won her first race at 11. Like other girl swimmers, her big problem today is bathing caps. She has only two left. "If anything happened to them," she says, "I'd be sunk."



"He says they're giving him better parts since he got rid of his '5 o'clock Shadow'."

Ever see a successful man with "5 o'clock Shadow"? No, sir! The man with the clean chin is the man who gets on. So switch to genuine Gem Blades and get the shave that keeps you smoother longer. Made by the makers of your Gem Razor, Gems fit precisely, shave perfectly!

AVOID '5 O'CLOCK SHADOW' WITH



© 1944, American Safety Razor Corp.

**KEEP YOUR EYE ON THE INFANTRY
... THE DOUGHBOY DOES IT!**

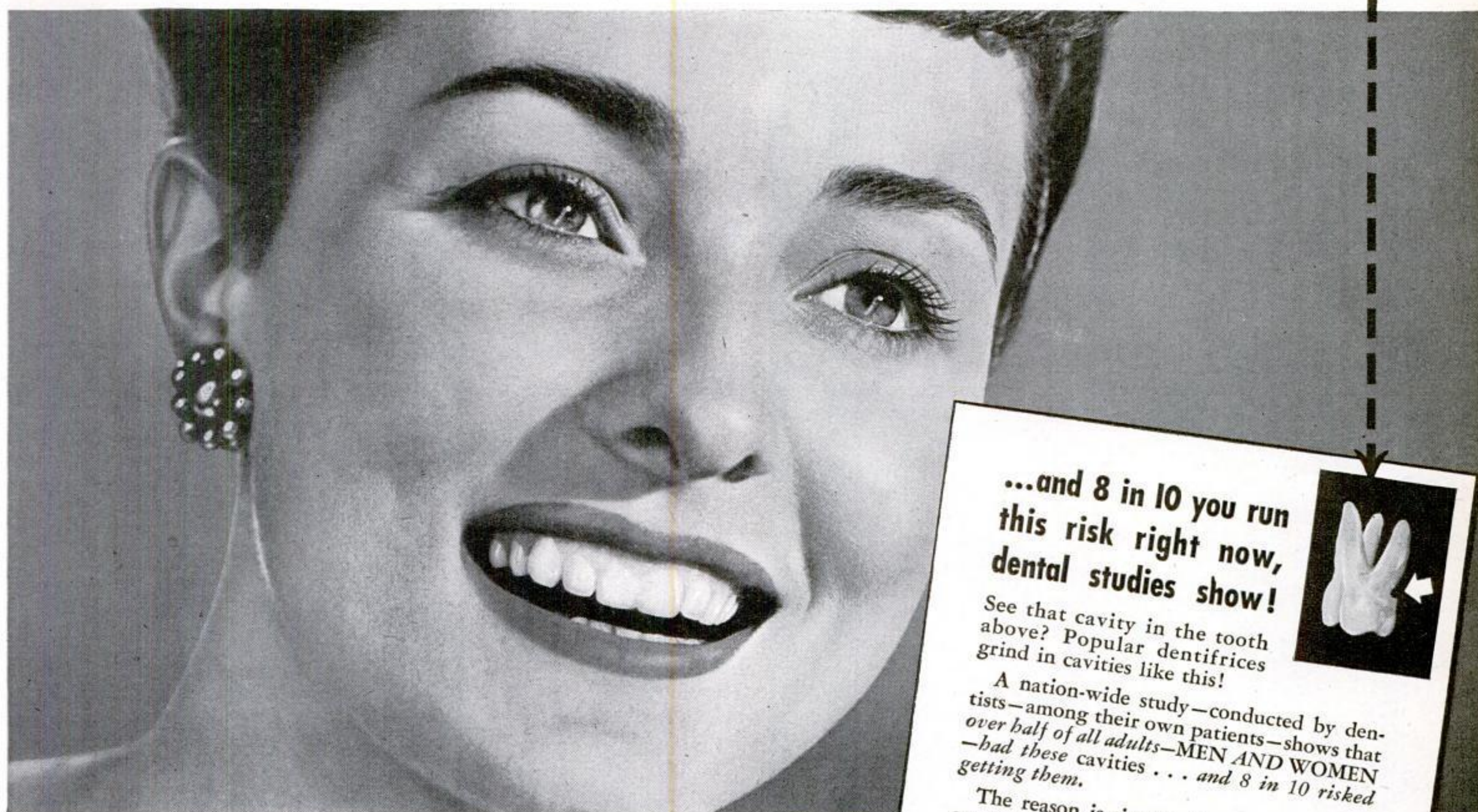
Ann Curtis (continued)



Ann is a big girl. She stands six feet tall, has powerful shoulders and weighs 160 pounds. She swims for Crystal Plunge Club, enters University of California this fall

CONTINUED ON PAGE 44

GOODBYE ATTRACTIVE SMILE IF YOU KEEP ON GRINDING CAVITIES INTO YOUR TEETH LIKE THIS!



...and 8 in 10 you run
this risk right now,
dental studies show!



See that cavity in the tooth
above? Popular dentifrices
grind in cavities like this!

A nation-wide study—conducted by den-
tists—among their own patients—shows that
over half of all adults—MEN AND WOMEN
—had these cavities . . . and 8 in 10 risked
getting them.

The reason is simple. As we grow older,
gums recede—exposing parts of our teeth 25
times softer than tooth enamel.

The polishing agent (abrasive in denti-
frices) although relatively harmless to
enamel, cuts grooves in these softer parts.

But you can clean your teeth—and do it
safely—if you follow the sensible advice given
below.

NEW SAFE TEEL WAY TAKES ONLY

*One Extra Minute
a Week!*

Teel Brightens Teeth SAFELY — Does What No Other Leading Dentifrice Can Do!

Here's a strange thing. You yourself
are probably grinding cavities into
your own teeth! What you put on
your toothbrush does the damage.

What's more—it's the teeth *in the*
front of your mouth that get damaged
most. Cavities right where they de-
tract most from your looks.

But luckily there's a way to avoid
all this trouble. The new TEEL Way!

TEEL cleans teeth gently. Cleans

without abrasives . . . contains none
of any kind . . . and so protects teeth.
You'll like the way TEEL leaves your
mouth tingling and refreshed—your
breath sweetened.

Simply brush daily with TEEL—and
once a week, for an extra minute,
brush with TEEL and plain baking soda.

For the sake of your teeth—and your
looks—start the new TEEL way now.
Get a bottle—today!



Teel protects teeth

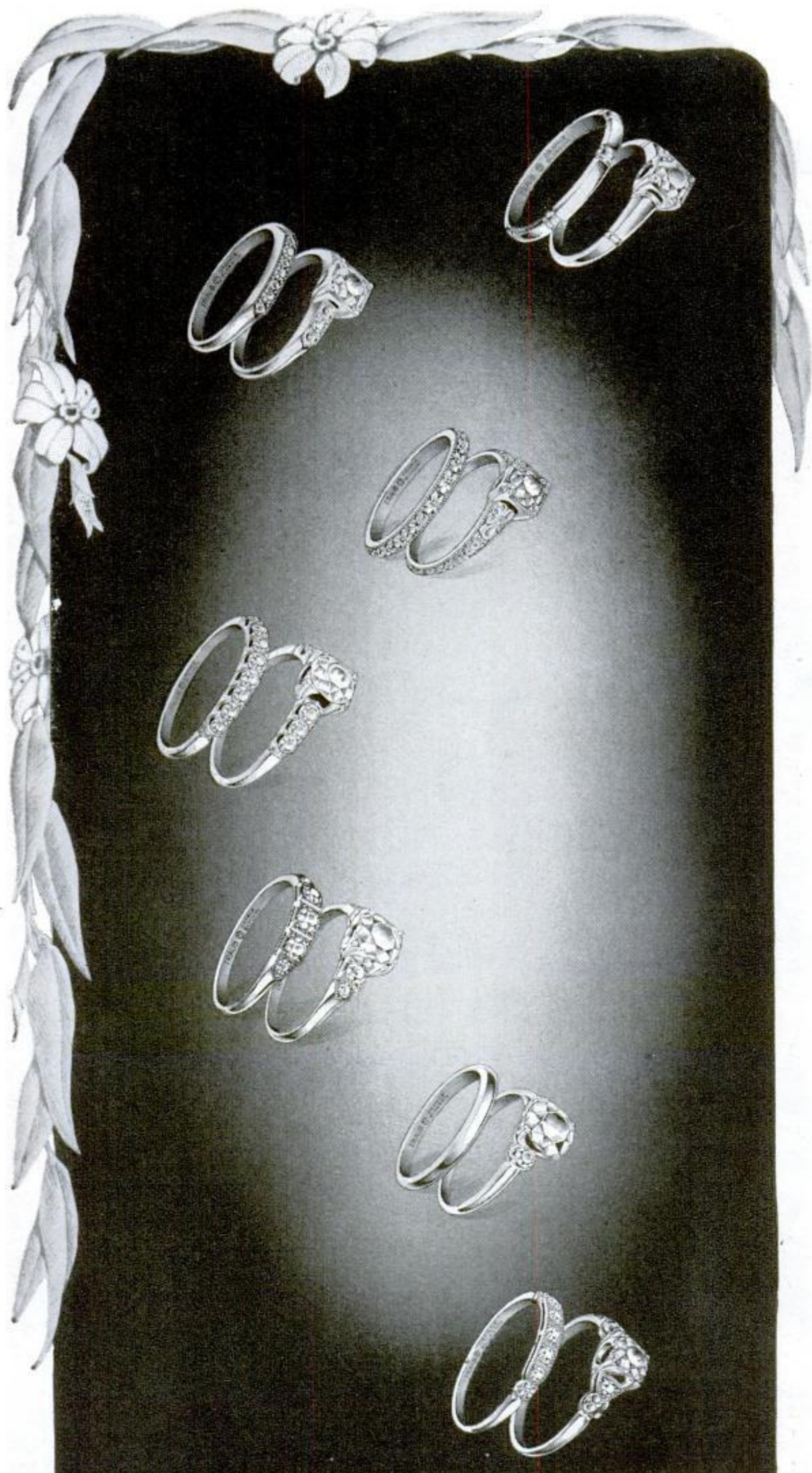
LIQUID DENTIFRICE

Beautifully!

HERE'S ALL YOU DO

1. Brush your teeth every
day—thoroughly with TEEL.
A few drops on dry or mois-
tened brush. Feel it clean!
2. Once a week brush teeth
with plain baking soda on
brush moistened with TEEL.
Brush at least an extra minute.

THIS CLEANS AND BRIGHTENS TEETH—SAFELY



GENUINE
Orange Blossom

your rings—living symbols of your plighted love

... lovely evidence of the finer things in life.

"genuine orange blossom" rings are worthy of

this trust... handcrafted of fine, precious metals

and rare gems by traub's master craftsmen . . .

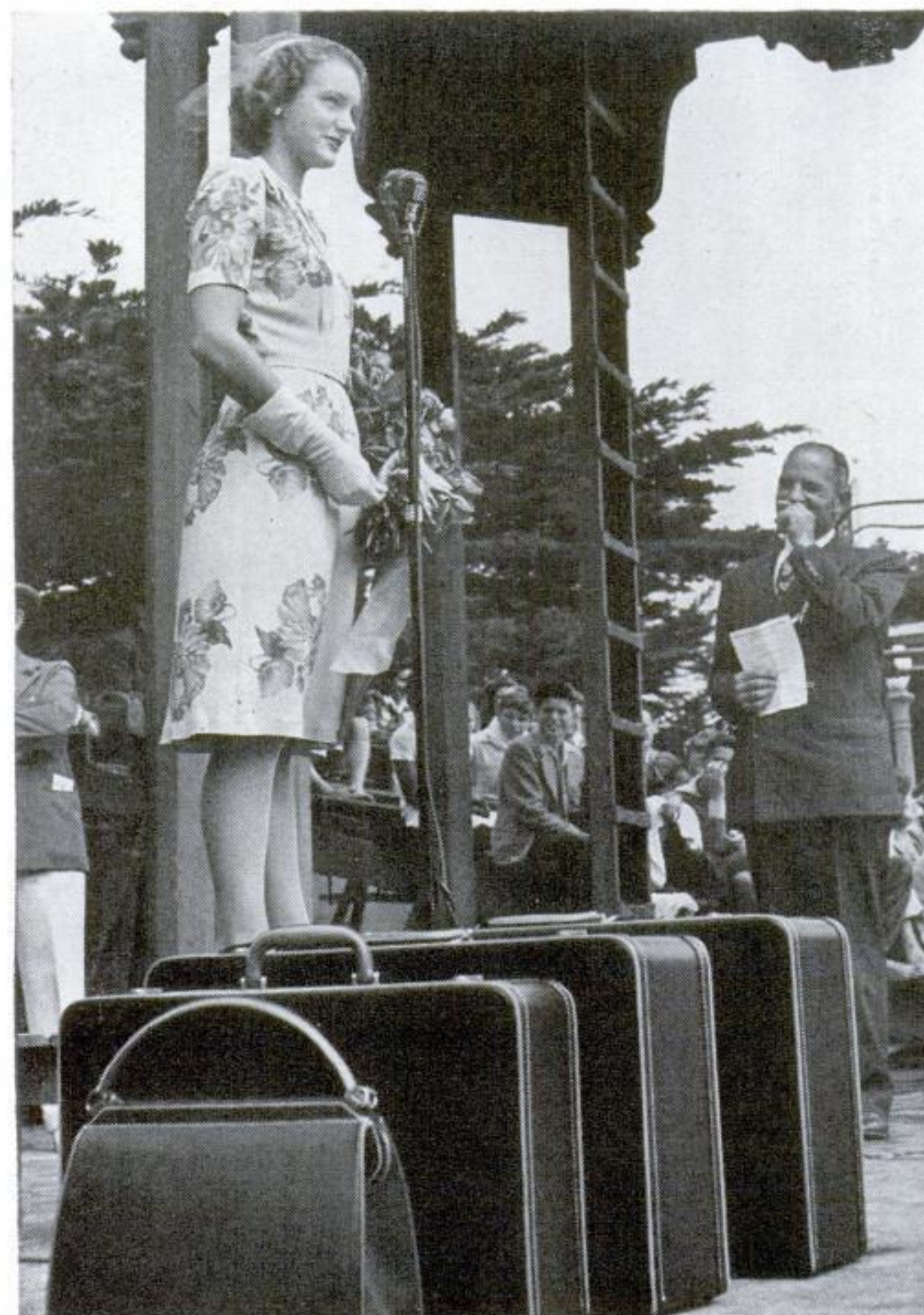
you will find them at the finer jewelry stores.



Ann Curtis (continued)



Autograph hunters would not leave Ann alone on Ann Curtis Day, even while she was in the water. She tried for the short-distance 200-meter record, just missed it.



Gift from her fans was a set of matched luggage. Ann is still modest about her new fame, says the credit for her success goes to her mother and her swimming coach.

I SEE THE HILLS OF HOME

Tonight, the stars lean down so close I could reach out and touch them—almost.

Tonight, I see the hills of home.

And I remember other nights when, hand in hand, we climbed the highest peak and, looking down, saw fog creep in and overwhelm the road and then the town and pounce upon the last, lone light and swallow up the tallest tree and come to where we stood—and curl up at our feet.

And so, we stood upon an island in a sea of mist and there were only stars and you—and no words to speak.

Out here, I see again our dream of home.

And I can see there can be just one future when war ends, just one meaning to the power of America at war. The power of men and women working together to build ten million guns . . . ten thousand ships and ten hundred thousand tons of bombs . . .

must be the power *after war* to create and build a cleaner, finer, a greater America than we have ever known before . . .

Where you and I will once again be free to dream . . . be free again to grow . . . be free once more to live and love and laugh . . .

And roam again . . . the hills of home.

. . .

Here at Nash, when our war job is done, it will be our obligation to convert all the new strength, all the new power to produce, all the new ability and skill and knowledge that have come to us so quickly under the driving necessity of war to production for peace.

That means Nash will build more automobiles than we have ever built before . . . automobiles even finer than the great Nash cars that are today proving their outstanding

quality and economy. It means automobiles low in price . . . economical to own as well as drive. It means style and comfort and ease of handling. It means all those things that will make an automobile a more important, a more useful, a more intimate part of what you want to do—when peace comes.

This is our program. This will be our part in the building of a greater, a happier nation. For we believe all of us owe to those who have fought to preserve it a strong, a vital, a growing America where all men and women will have the freedom and the opportunity to make their dreams come true.

NASH
of NASH-KELVINATOR CORP.



Tomatoes 'n spice 'n everything nice . . .



AT THE SNIDER FOLKS' HARVEST TIME

WHEN fall comes every year—you can imagine where to find the Snider Folks. Right over at the Snidertown County Fair! Look for the biggest crowd, and smack in the middle is Snider's Old Fashioned Chili Sauce, surrounded by the Snider Folks lookin' proud as Punch.



Farmer Snider's sure to be there tellin' folks about the specially selected tomato strains he raises to put in that Chili Sauce.

And Grandma Snider's always on hand, blushing kind of modest like, and sayin', "Shucks, good Chili Sauce is easy when you get the knack of it." (But when folks ask how she spices it so tasty, Grandma doesn't give any secrets away!)



Even Little Sue flounces around tellin' how she helped chop up tomatoes by hand to make Snider's Sauce nice and chunky, like any self-respectin' Chili Sauce ought to be.

Yes, sir—the Snider Folks enjoy a county fair almost as much as most people enjoy Snider's Old Fashioned Chili Sauce! And that's real enjoyin', folks!



Don't forget—Snider's Catsup, and Snider's Cocktail Sauce are mighty tasty too! Of course, now that many Snider's vittles go to the armed forces, you folks can't always get all the Snider Sauces you want—but we'll do our best to keep some comin' your way too!

*The
Snider
Folks*



Copyright 1944 by General Foods Corp.



WEARING OLD GI COVERALLS AND BOOTS, GENERAL GEORGE CATLETT MARSHALL, U. S. ARMY CHIEF OF STAFF, SITS DOWN ON A TERRACE WALL AT HIS HOME IN LEESBURG, VA.

GENERAL MARSHALL AT HOME

A GREAT SOLDIER AND BELIEVER IN DEMOCRACY DONS GI COVERALLS TO WORK IN HIS GARDEN

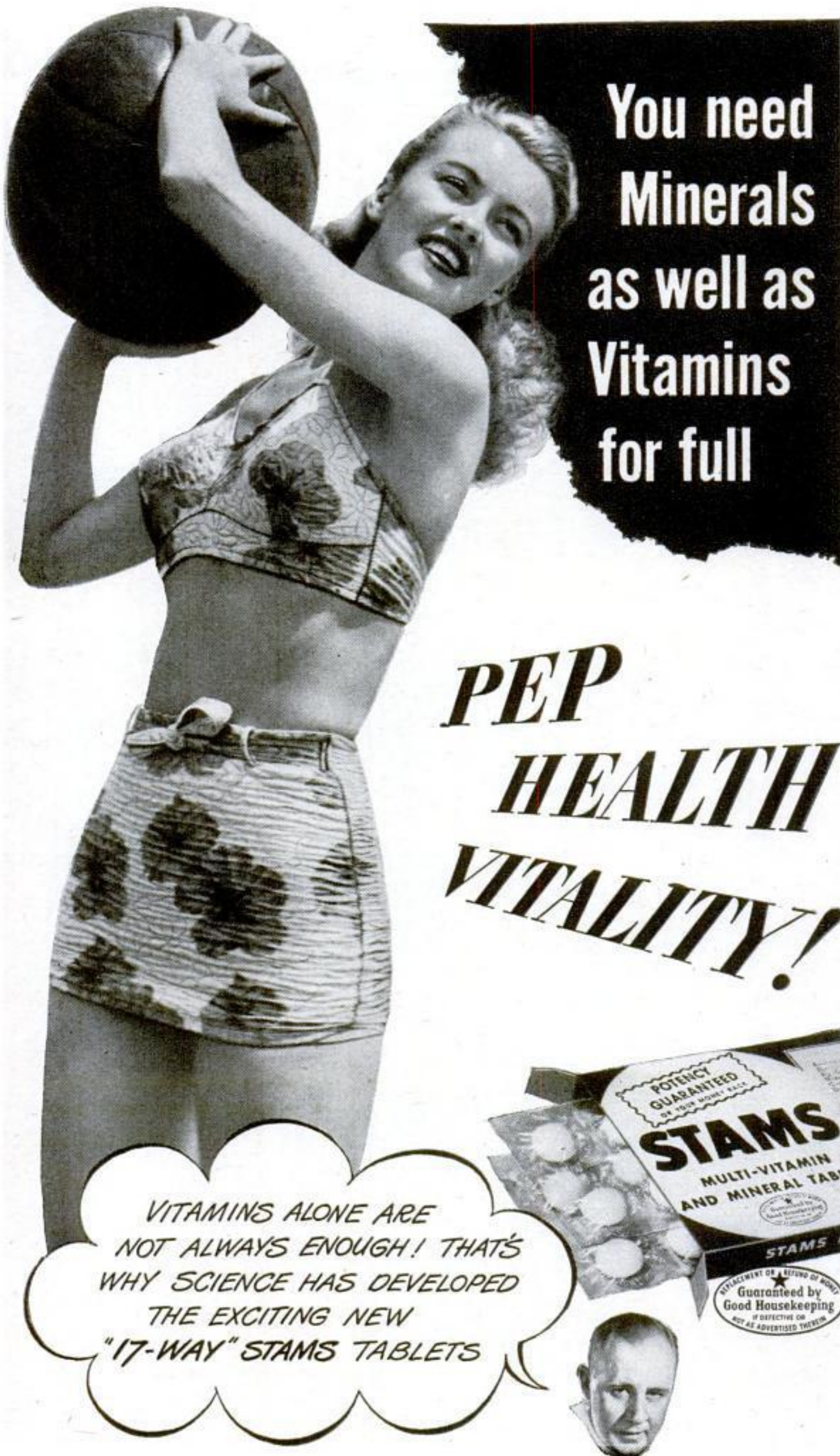
On Sept. 1 General George Catlett Marshall, Chief of Staff of the U. S. Army, told postwar planners he did not believe in a large peacetime army. He advocated, instead, the smallest possible professional organization backed by trained citizen reserves. The large standing army, said the General, "has no place among the institutions of a modern democratic state." Congress he assumed would approve peacetime military training under which "every able-bodied young

American shall be trained to defend his country."

These sentiments were expressed at the very height of the General's personal prestige. The good war news—the capture of Antwerp and Brussels, the reported entrance of American troops into Germany—had secured his place among the greatest military leaders in U. S. history. General Marshall is the soldier ultimately responsible for everything about the Army—for its planes, its tanks, its food, its men, its

spirit. He is especially responsible for its leaders. It is he who appointed Generals Eisenhower, Bradley, Patton, Patch, Clark and Collins to the commands they have so brilliantly filled.

These pictures of the General show him at his home in Leesburg, Va. There he dons GI fatigue coveralls to work around the lawns and in his quarter-acre garden. He likes to boast that his family has not had to buy vegetables for the table all summer.



You need Minerals as well as Vitamins for full

PEP HEALTH VITALITY!

VITAMINS ALONE ARE NOT ALWAYS ENOUGH! THAT'S WHY SCIENCE HAS DEVELOPED THE EXCITING NEW "17-WAY" STAMS TABLETS

STAMS
MULTI-VITAMIN AND MINERAL TABLETS

POTENCY GUARANTEED OR YOUR MONEY BACK

Guaranteed by Good Housekeeping

Stams give you 8 Vitamins —plus 9 Minerals, too!

End All Guesswork! If your doctor tells you you need extra vitamins and minerals, get them both in Stams!

Your body needs minerals as well as vitamins—yes . . . needs both!—for glowing health! Without adequate minerals you may even lose the full benefit of some of the vitamins you do get in the diet—for

science has shown that certain vitamins and minerals work closely together in the body!

Don't take chances! Take the new "17-Way" Stams! Stams give you 8 Vitamins, plus 9 Minerals. Thus . . . you get both—and the cost is only a few cents a day. Ask your druggist for Stams!

*3 Stams per day supply not only the full minimum daily requirements of Vitamins A, B₁, B₂, C and D, but also that of Iron and Iodine, 1/2 the Calcium, 1/3 the Phosphorus and 10 mg. of Niacin. Also 2 additional B Complex vitamins and 5 other minerals, the need for which in human nutrition has not been established, but considered important by many authorities. Read the label for full information.

★ ALL VITAMINS IN AMOUNTS AS APPROVED BY OFFICIAL COMMITTEE OF DOCTORS ARE IN STAMS! THAT'S A... B₁... B₂... C... AND... D! ★

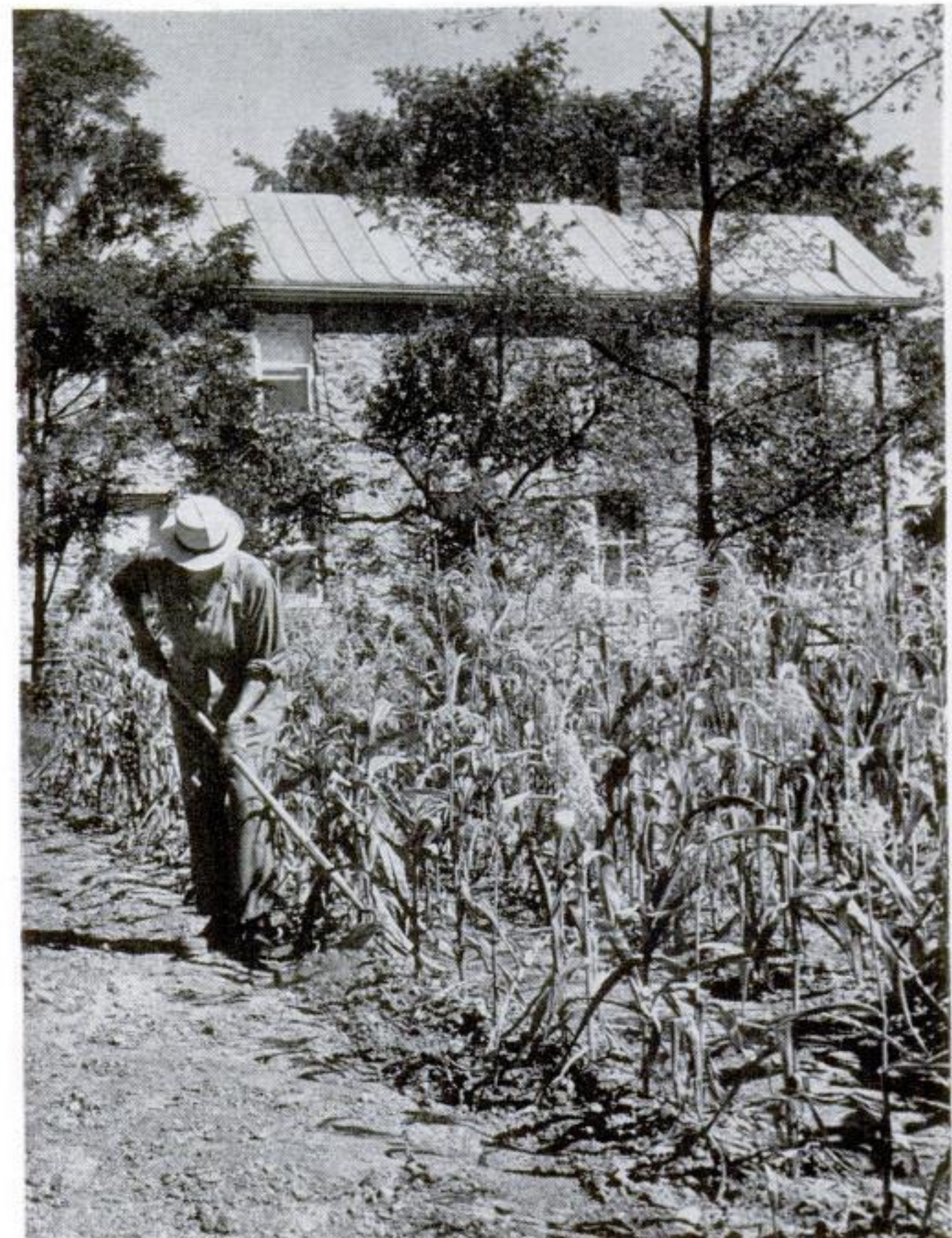
★ ALL MINERALS RECOGNIZED AS ESSENTIAL BY THE U.S. GOVERNMENT—CALCIUM! IODINE! IRON! PHOSPHORUS! —ARE IN STAMS! ★

★ PLUS 3 ADDITIONAL VITAMINS OF THE B COMPLEX —AND 5 OTHER MINERALS! ★

... SO, START THE DAY WITH STAMS!



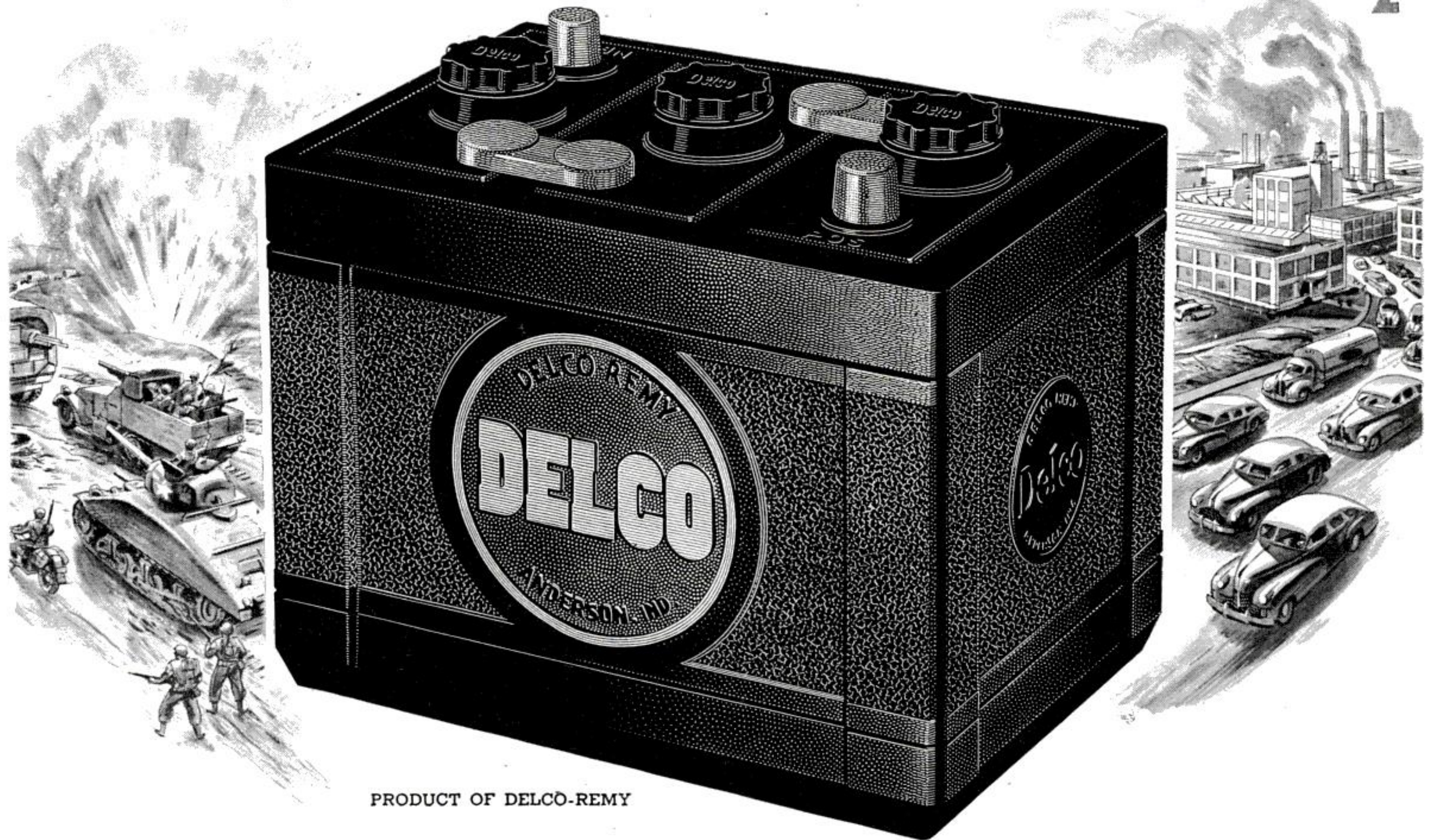
The General shovels wheelbarrowful of rotten crab apples onto the compost heap. In his vegetable garden are tomatoes, corn, beans, eggplant, beets, turnips, squash.



The General scuffs ground around corn, grown from seed given him by Vice President Wallace. They are Wallace's own brand, produce strong, early-maturing crop.

CONTINUED ON PAGE 50

Starting Military Vehicles on the Road to Victory



PRODUCT OF DELCO-REMY

Starting Essential Cars on Their Wartime Jobs



The 3 Fundamentals of BATTERY CARE

- 1 Add water regularly
- 2 Keep connections clean and tight
- 3 Recharge when necessary

Delco batteries are today meeting the needs of the armed forces—in planes, tanks, combat cars, trucks and other military vehicles.

Millions more are helping to maintain essential transportation at home—in cars, trucks and buses.

This double responsibility means that every Delco battery built today has an important assignment to carry out on the fighting front or the home front. It gives every civilian car owner this urgent command:

Don't waste battery life by neglect . . . don't squander it by buying a new battery when your present one is still dependable.

See your Delco battery dealer every two weeks for inspection and service. His good judgment will tell him when your present battery has outlived its usefulness. Your good judgment will tell you to replace with a Delco battery . . . for extra starting power, for long life, for dependability.

When You Must Replace
REPLACE WITH A

DELCO BATTERY

Delco batteries are built for every make and model automobile, as well as for trucks, buses and tractors. They are sold by 40,000 dealers under the direction of United Motors Service.

★ **DON'T LET UP, OR YOU'LL LET A FIGHTER DOWN—KEEP ON BUYING BONDS** ★

DELCO-REMY ★ WHEREVER WHEELS TURN OR PROPELLERS SPIN

"First on
is ending my list
this!"



"Bob keeps writing me . . . about all the *marvelous* new things we'll have when it's over. I say we mustn't go too fast . . . we'll let most of our War Bonds *grow*, for our dream house, and sending the baby to college. But . . .

"...we are going to have a *Toastmaster* toaster...soon as ever we can! We *need* it...for heartier, happier breakfasts."



You will want the wonderful toaster that a *million* or so young couples are looking forward to owning . . . that *sheaves* of War Bonds are being ticketed for, *now*. The toaster of preminent performance and prestige. The fully automatic *Toastmaster* toaster, which pops up perfect toast every time . . . with no watching, turning, or burning!



Toastmaster workers have won the Army-Navy "E," and an added star, for an outstanding war-production record . . . for *precision* work, right in their line. Their skill, when peacetime *Toastmaster** products can be made once more, will be working for *you* . . . to give you, as always, the finest.

TOASTMASTER Toasters

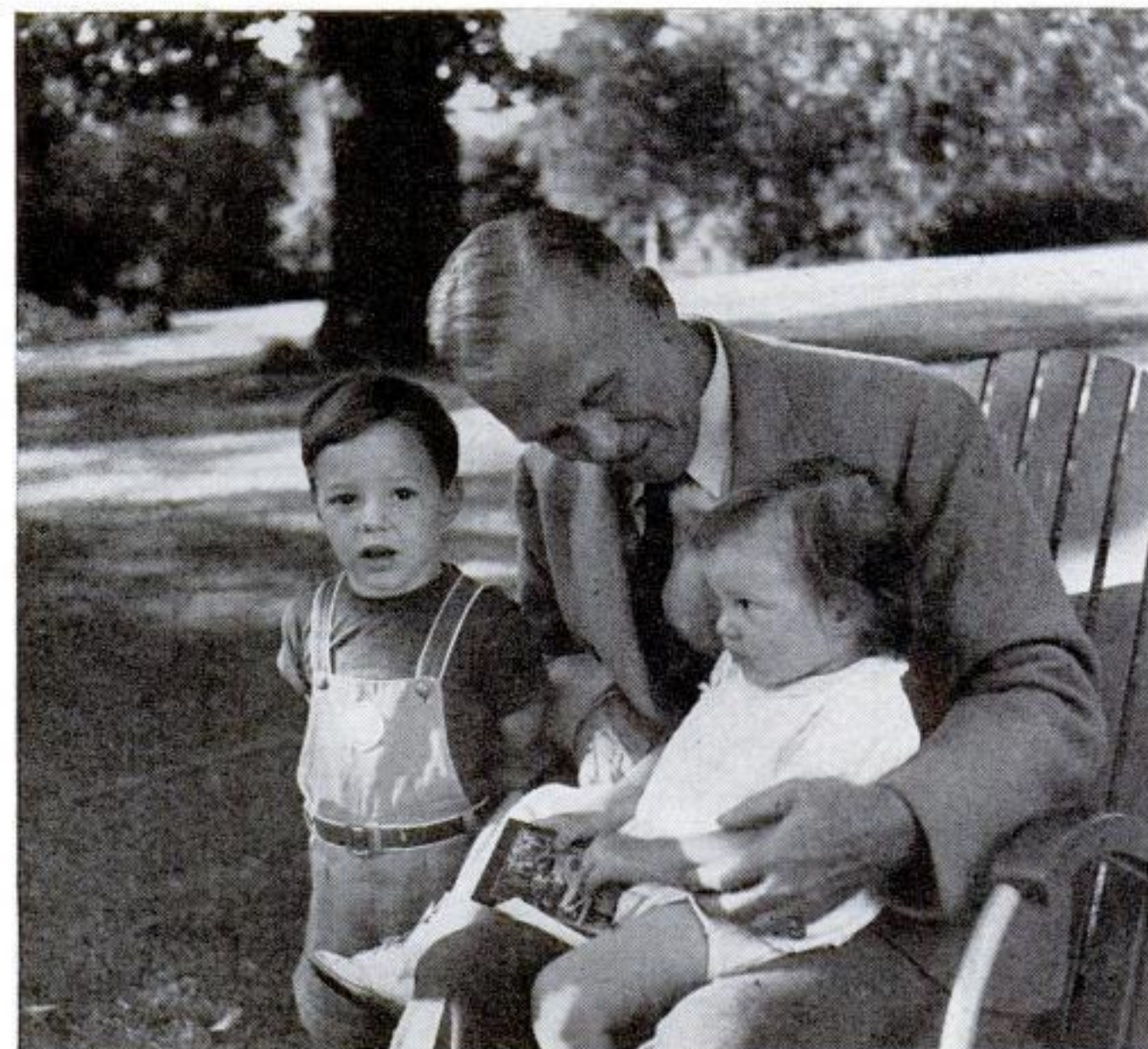
REG. U. S. PAT. OFF.

* "TOASTMASTER" is a registered trademark of TOASTMASTER PRODUCTS DIVISION, McGraw Electric Company, Elgin, Ill. Copyright 1944, McGraw Electric Co., manufacturers of Buss Electric Fuses, Clark Electric Water Heaters and Toastmaster Products.

General Marshall at Home (continued)



The General and Mrs. Marshall walk across the front porch of their brick colonial home. Part of house was built in 1784. Once a ball for Lafayette was held there.

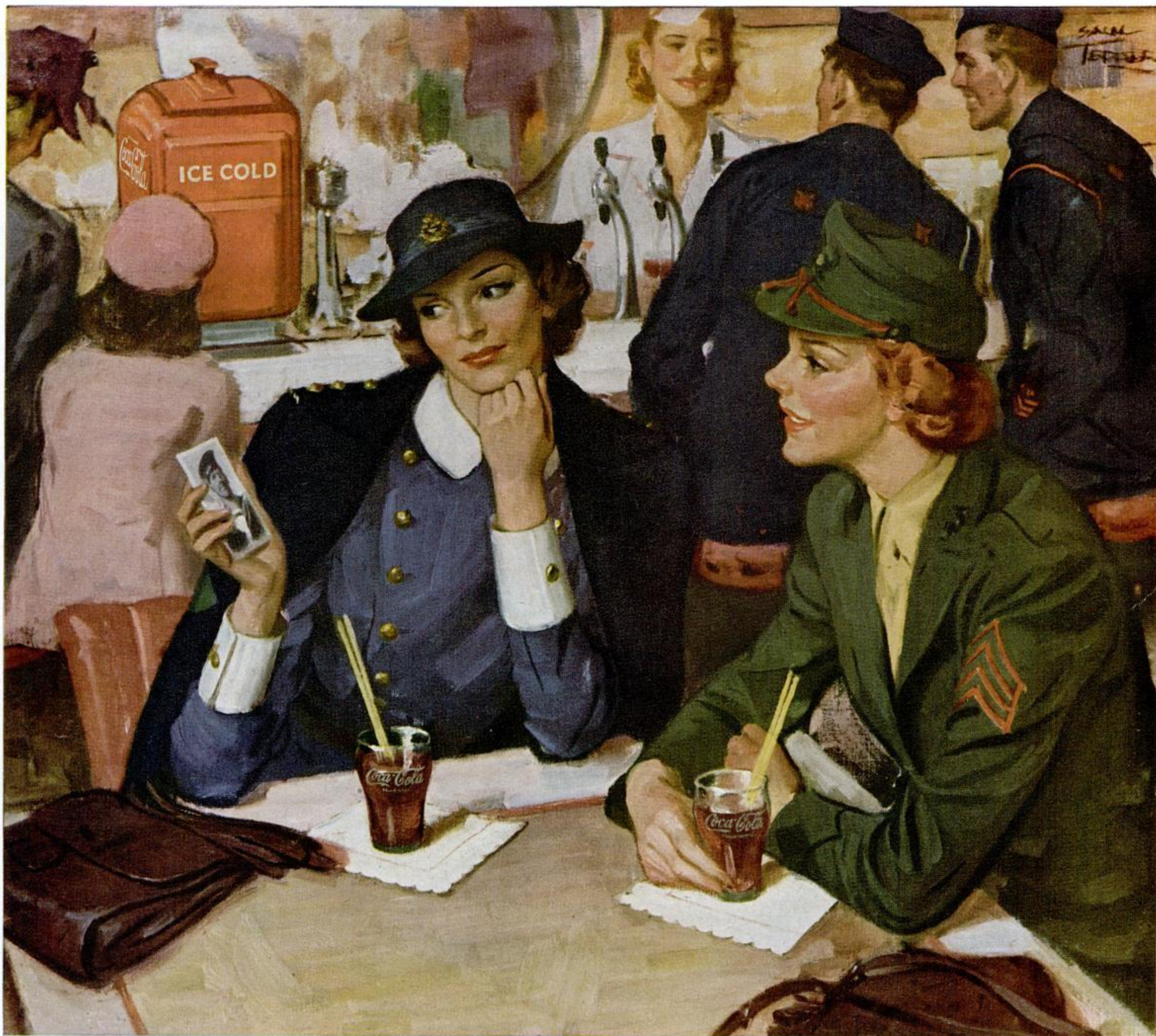


The General tells story to his step-daughter's children, Jimmy and Kitty Winn. By a previous marriage Mrs. Marshall had three children. One was killed in action.



The General ponders war dispatches in study. He is never away from war. Week-ends are interrupted by couriers in jeeps bringing latest War Department reports.

Have a Coca-Cola = You're my kind



...or allies enjoy a friendly pause

There's a friendly phrase that speaks the allied language. It's *Have a "Coke"*. Friendliness enters the picture when ice-cold Coca-Cola appears. Over tinkling glasses of ice-cold "Coke", minds meet and hearts are closer together. It's a happy custom that's spreading 'round the globe. Coca-Cola stands

for the pause that refreshes,—has become an everyday high-sign of friendliness among people of good will.

* * *

Our fighting men meet up with Coca-Cola many places overseas, where it's bottled on the spot. Coca-Cola has been a globe-trotter "since way back when".



It's natural for popular names to acquire friendly abbreviations. That's why you hear Coca-Cola called "Coke".

COPYRIGHT 1944, THE COCA-COLA COMPANY

THE BATTLE OF THE ATLANTIC hit far behind the seacoast. Oklahoma and the East felt it at the same time. While the East shivered for lack of oil, surplus stocks piled up at Gulf Coast shipping points. With no seacoast, Oklahoma needed a navy to protect ships carrying her oil. And we didn't have enough tankers to fight a war and supply the home front, too.

Americans learned a lesson from this—a lesson we won't forget.

We consider ourselves a world power, but by 1941 we had permitted our Merchant Marine to sink to fourth place.

The Axis nearly caught us flat-footed. But the Merchant Marine Act of 1936 had saved our ship-building industry. Last year alone we produced over nineteen million deadweight tons of ships—ships we need to win the war.

Today we have the strongest Merchant Marine in the world—a Merchant Marine that is supplying world-

wide battle fronts—a Merchant Marine that is keeping battle lines away from this country.

This is strength we must never lose.

Without the American Merchant Marine there can be no Victory—and without a strong Merchant Marine we can never guard lasting peace.

★ ★ ★

Westinghouse is proud to be a partner in building America's new Merchant Marine. Westinghouse turbine drives power the new Victory ships. You'll find Westinghouse electrical and steam equipment on every type of ship on war duty.

Yes, as leading suppliers to the Marine Industry, we are directly interested in its future. But beyond this, we consider it the responsibility of every manufacturer, of every citizen, to see that America builds and keeps the finest, swiftest and most efficient Merchant Marine in the world.

J-90530

What Oklahoma needed was a Navy



SEND FOR FREE COPY OF THIS FULL-COLOR EDUCATIONAL MAP

It charts the world-wide trade routes which our Merchant Marine must serve, locates natural resources by countries, includes interesting facts about our foreign trade. Write to Westinghouse Electric & Manufacturing Co., Dept. 1-NB, P. O. Box 868, Pittsburgh 30, Pennsylvania.



Westinghouse
PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

Keep our Merchant Marine to help keep peace



AT THE CONCLUSION OF THE FINAL BURLESQUE PERFORMANCE AT CHICAGO'S RIALTO THEATER, MEMBERS OF THE COMPANY LINED UP ON THE STAGE AND SANG "AULD LANG SYNE"

THE END OF THE RIALTO BURLESQUE

Strip show bows out in Chicago

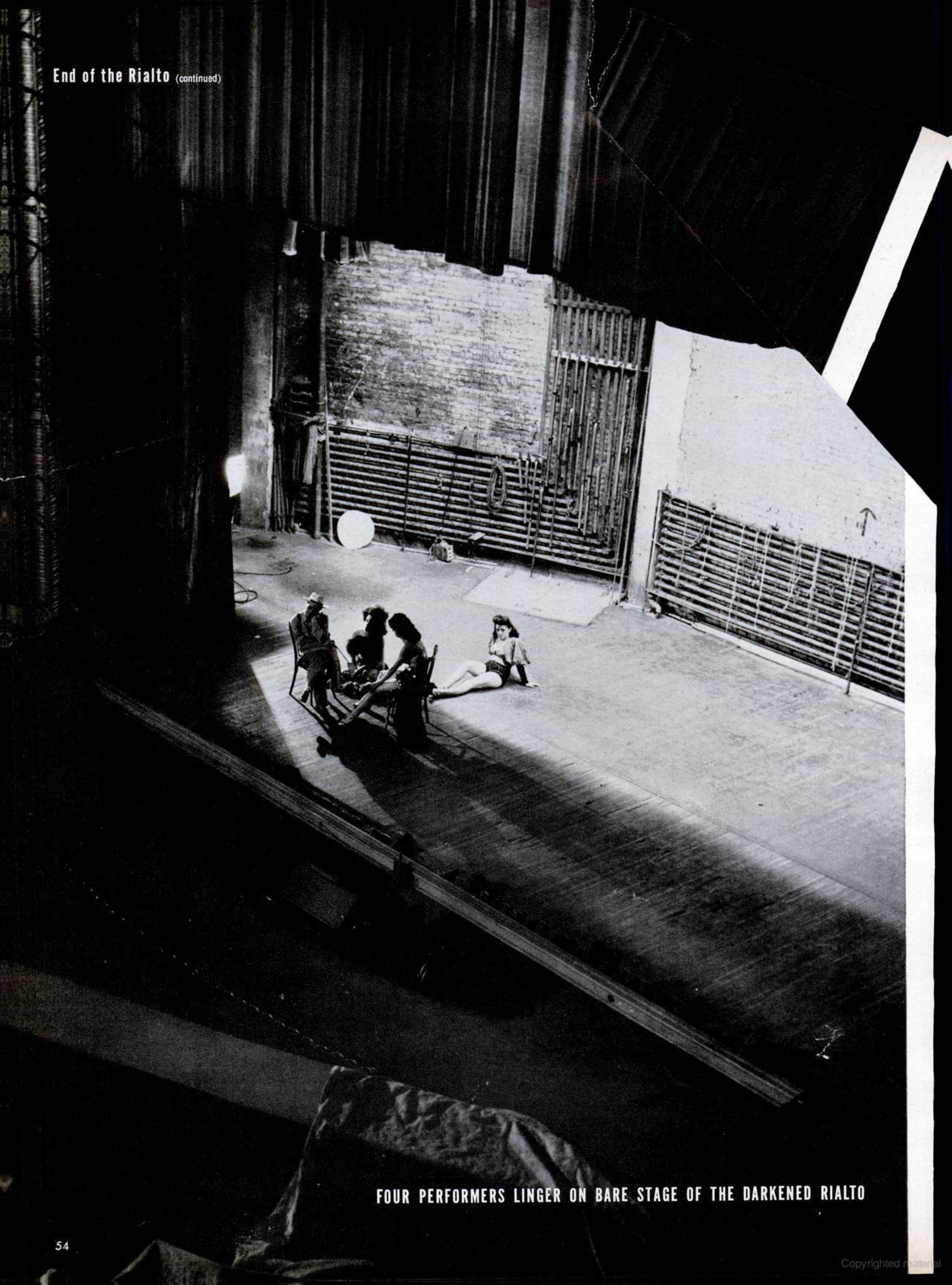
To many a man in Chicago the night of Aug. 24 marked one of the saddest occasions since the days in 1938 when the Yankees whipped the Chicago Cubs four straight in the World Series. With the closing of the Rialto theater on Aug. 24, burlesque in Chicago sang its raucous swan song. For 25 years the Rialto had been one of the U. S. top "burleycue" houses. In that time its audiences had listened to countless falsetto tenors sing *Alice Blue Gown*. They had ogled innumerable strip-teasers strutting down the runway in the splash of a baby spotlight and discarding their clothes bit by bit. They had guffawed as rag-bag comics week after week went through the same old blackout skits. For a quarter of a century they had listened to brassy-voiced hawkers peddling suggestive novelties during intermission.

The closing of the Rialto, which became a movie-vaudeville house a week later, showed unmistakably that burlesque was rapidly becoming as extinct as the pianola. In Chicago, as in other big cities, night-clubs had dealt a death blow to a redolent piece of Americana. The Rialto's old patrons were drifting to such cabarets as Liberty Inn, and the L & L where, from a proximity impossible in the Rialto, they could sip beer while watching girls strip almost to the nude.



On the last night tickets sold briskly. Recent Rialto audiences had a large percentage of servicemen. Chicago cen-

sors dampened the enjoyment of Rialto audiences by insisting that burlesque girls wear net pants and brassieres.



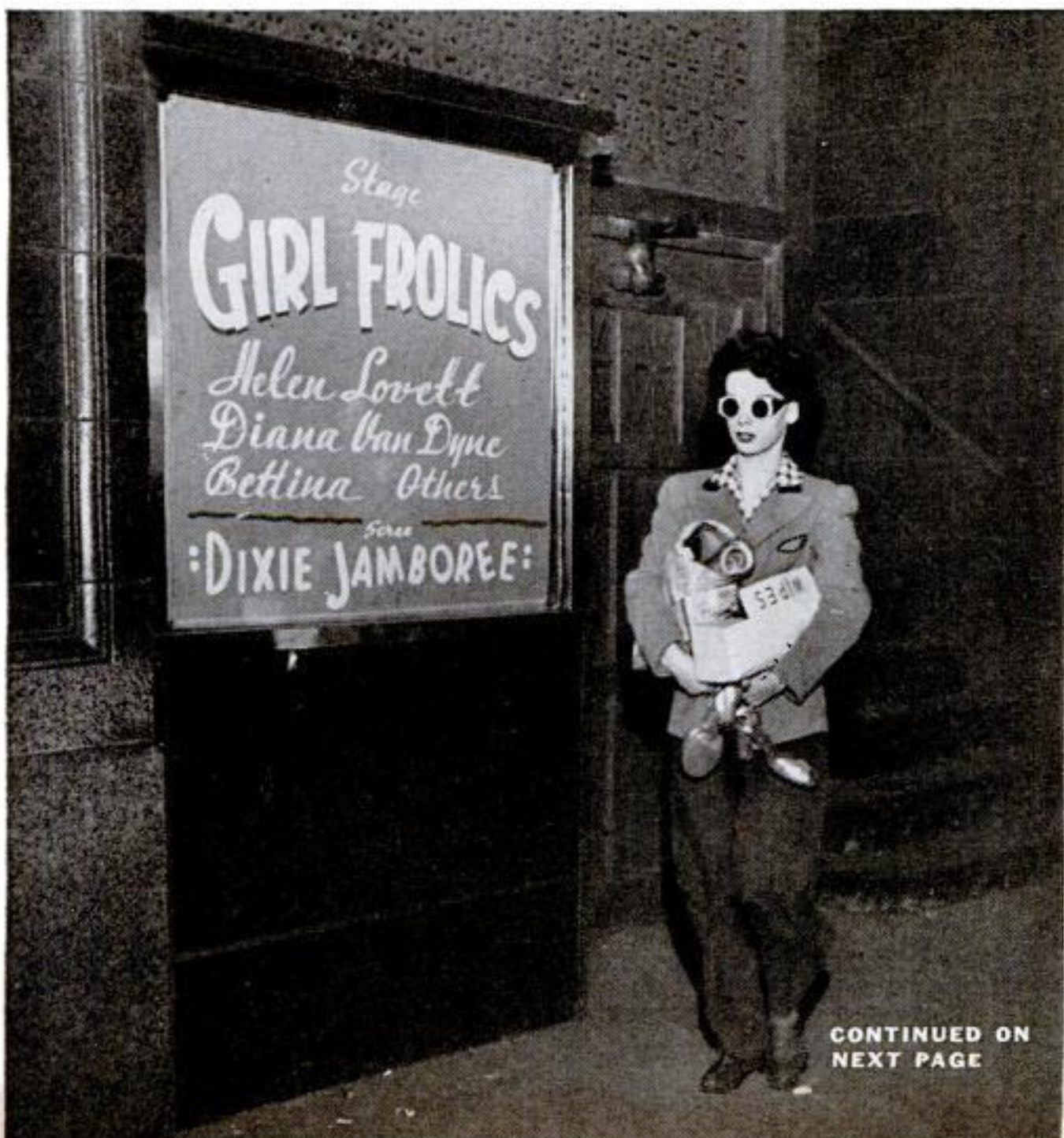
FOUR PERFORMERS LINGER ON BARE STAGE OF THE DARKENED RIALTO



In wardrobe room, Showgirl Tymrel Star chats with Seamstress Ellen Warren. Miss Star said of the closing: "I could just bawl." Passing of Rialto leaves big gap in Mid-west burlesque circuit which performers prefer because its shows last only one hour.



After the finale Patty Lowe, a dancer, says goodbye to Carpenter "Mac" McCarthy. Below: Tymrel Star leaves theater carrying shoes and cosmetics. One Rialto stripper, whose mother also strips, is planning to do a double strip-tease act with her mother.



CONTINUED ON
NEXT PAGE

ALLIGATOR
*Best name in
Rainwear*



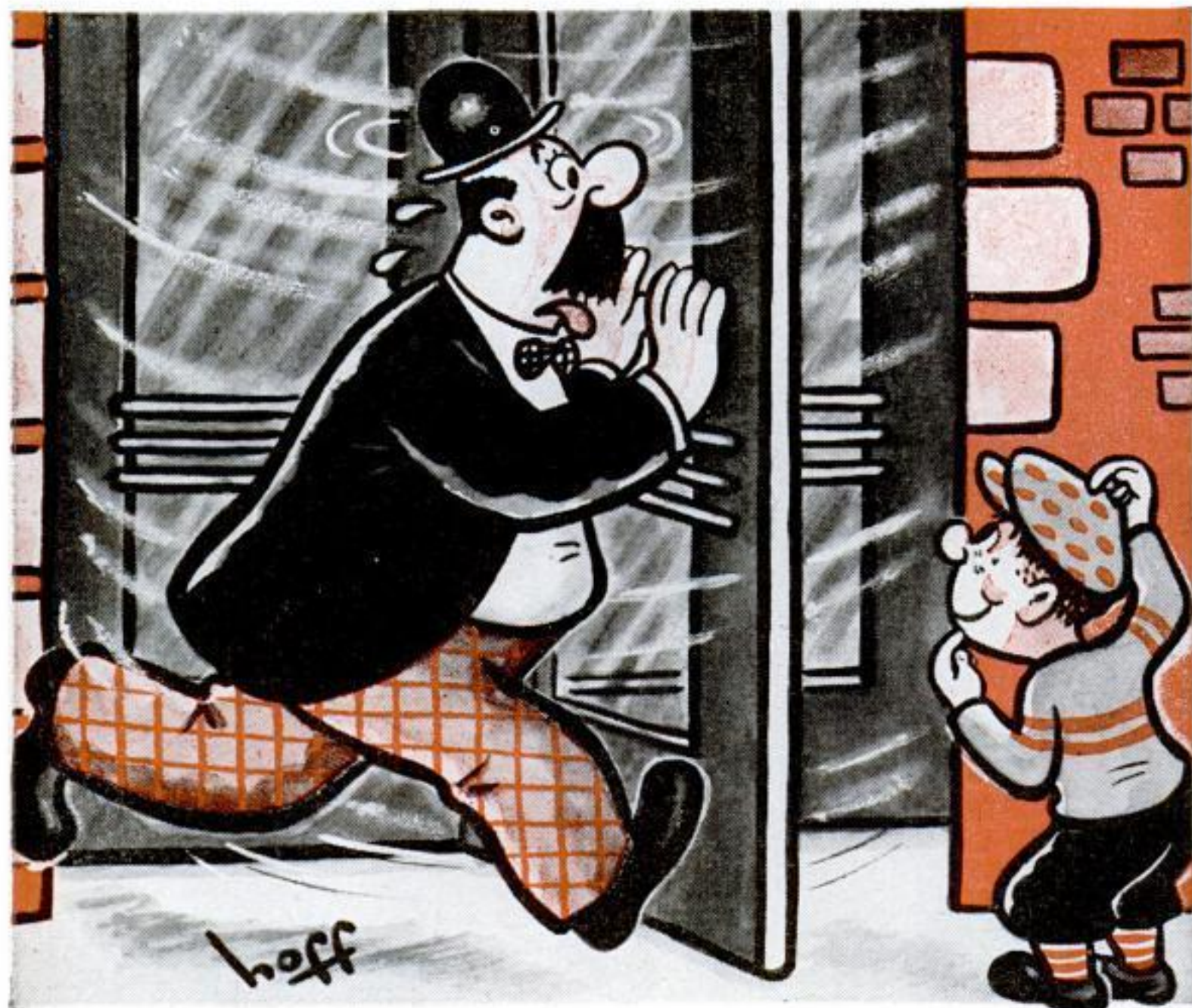
Men who appreciate quality, appreciate Alligator Rainwear. Magnificently styled, impeccably tailored, dependably processed for maximum water repellency. The smart answer for wind or rain, for sunny days, too. See and compare the fine fabric—the precise craftsmanship—the inimitable good looks of an Alligator at your dealer's. In a wide range of popular prices. The Alligator Company, St. Louis, New York, Los Angeles.

ALLIGATOR
Rainwear

because . . . IT'S SURE TO RAIN!

Going round in Circles

ABOUT WHAT BATTERY TO BUY?



Buy the Battery Experts Choose

Be guided by the experts who choose batteries for the world's toughest transportation services. For example, the million-mile trans-ocean flying record was established by a Pan-American Clipper equipped with Auto-Lite batteries.

Auto-Lites, too, are specified

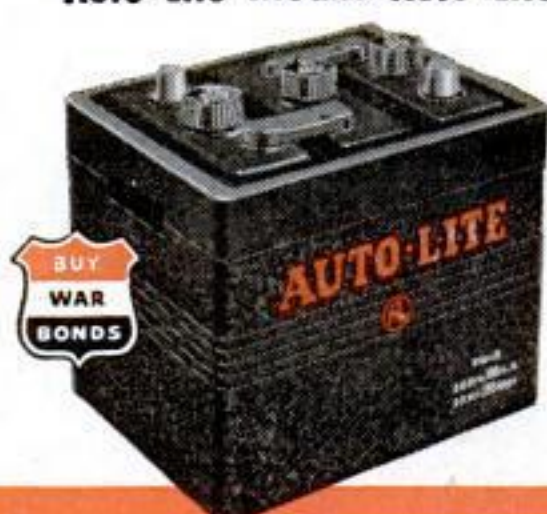
for service with our fighting forces in tanks, half-tracs, jeeps . . . wherever dependable power counts.

Get the long life . . . the extra power you need. Buy an Auto-Lite battery—specified as original equipment by leading automotive engineers.

AUTO-LITE BATTERY CORPORATION • TOLEDO, 1, OHIO
Manufacturing Plants at: Niagara Falls • Atlanta • Indianapolis • Oakland • Oklahoma City • Toronto

Auto-Lite means Auto-Life

Tune in AUTO-LITE'S
GREAT RADIO SHOW
"EVERYTHING FOR THE BOYS"
Every Tuesday Night . . . NBC Network
Featuring stars of stage, screen and radio and men and women at the fighting fronts



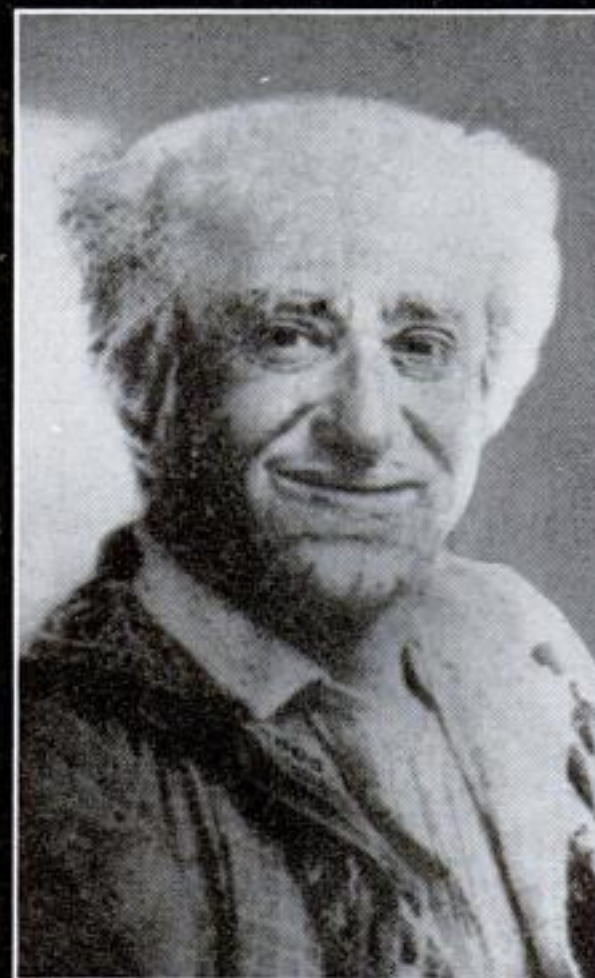
AUTO-LITE

BATTERIES

End of the Rialto (continued)

GREAT NAMES HAVE PERFORMED THERE

The Rialto opened in 1907 as a vaudeville house, changed over to burlesque in 1919. The 37 years of its lifetime were full of bright memories and big names of vaudeville and burlesque. It is Rialto legend that Abbott first met Costello there and that there Margie Hart, the poor man's Garbo, began a career that was to make her one of burlesque's most provocative strippers. Almost everyone in the entertainment world played the Rialto during those years. On its stage Ann Corio used to protest demurely to the voices imploring her from the smoke-filled darkness: "I'll catch cold if I take *that* off." Sliding Billy Watson used to parade on with his "Beef Trust." Bobby Clark, Gypsy Rose Lee, Fannie Brice, Rags Ragland, Ben Turpin and Blossom Seeley played there, too. Closed out of New York and Chicago, burlesque finds its last big stronghold in a few Midwestern cities which still tolerate and appreciate its unabashed, never-changing art.



BILLY WATSON WAS A HIT THERE



AND CROSS-EYED BEN TURPIN



AND FANNIE BRICE, BOBBY CLARK



ALSO THROATY EVA TANGUAY



AND SHAPELY MARGIE HART

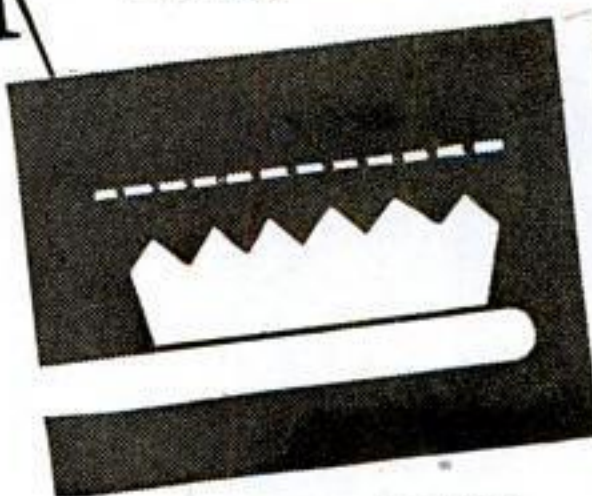


AND BABY-VOICED ANN CORIO

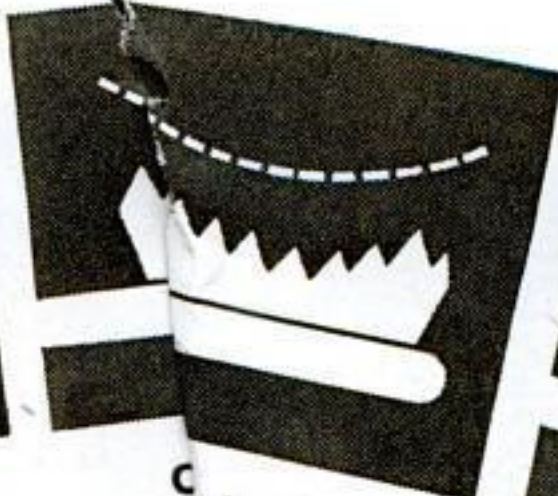
Are you using the right tooth brush? STRAIGHT LINE DESIGN CLEANS TEETH BEST SAY DENTISTS 2 to 1



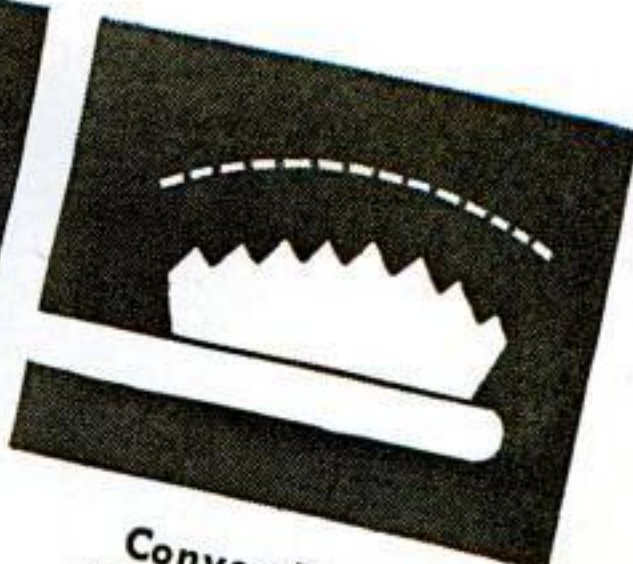
How Dentists Voted on Brushing Surface Designs
There are only these 3 basically different brushing surface designs among all leading tooth brushes sold today:



Straight Line Design
Tufts all set in a straight line



Convex Design
Tufted higher in middle, lower at ends



Concave Design
Tufted lower in middle, higher at ends

When 30,000 dentists were asked these designs cleaned teeth best—by overwhelming odds, by more than 2 to 1, the answers were: "Straight Line Design!"

Every PEPSODENT Brush has the Straight Line Design
most dentists recommend for cleaning teeth best



In an impartial, nation-wide survey among 30,000 dentists . . . Straight Line Design won over the other widely used types. 2 out of 3 dentists declared it most effective for cleaning teeth!

You no longer have to guess which tooth brush to buy . . . which design cleans teeth best. Now, for the first time—you have the opinions of thousands of dentists to guide you!

In a nation-wide survey, just completed, an independent research organization asked 30,000 dentists: "Which tooth brushing surface design, in your opinion, is most efficient for routine home brushing of

the teeth?" By overwhelming odds, the answers were: "Straight Line Design!" And that's the design you get in every Pepsodent Tooth Brush! 2 out of 3 dentists declared Straight Line Design cleaned teeth best. Dentists preferred it 2 to 1 over the other designs combined!

Moreover—Pepsodent's brush head is small, compact, easy to use. Feels comfortable even far in the mouth, where teeth are hardest to get at.

In choosing your next tooth brush—get the design most dentists recommend. Remember, 2 out of 3 dentists chose Straight Line Design as the design that cleans teeth best!

In Sanitary Glass Vial more teeth better or concave design. Pepsodent's Design cleans more tooth sur-

GET A PEPSODENT TOOTH BRUSH TODAY!

1912



Elizabeth Smith sang hymns lustily in a Washington, D. C., Sunday school. Later, pig-tailed, not-yet-chubby, she sang the marching tunes and sentimental ballads of the period, in hospitals for the wounded of World War I.

1926



As "Tiny Little" of *Honeymoon Lane*, Kate came to Broadway with a Charleston that always brought down the house. Other musical comedy successes: *Hit the Deck* and *Flying High*. Theatregoers recall her best in her great song hit, "Hallelujah!"

1938



"Famous Firsts" on the Kate Smith Show (here with Costello's former partner, Bess Whitehead). '38 also marked the start of her outstanding radio career.

1939



Presenting radio premieres of important motion pictures, and many of Hollywood's greatest stars, Kate's show became a close link between screenland and present-day radio. Shown with Kate and Ted Collins: Una Merkel, Bob Hope, Dorothy Lamour.

1942



Genuine interest in good food has powered Kate's commercials with a sincerity and gusto to which listeners have responded heartily. Kate really enjoys the products that sponsor her program: Jell-O, Jell-O Puddings, and Sanka Coffee.

Kate and Irving Berlin, swept the country with their songs. In 1942, she began Kate's tireless tours of the camps, bringing the warmth of home.

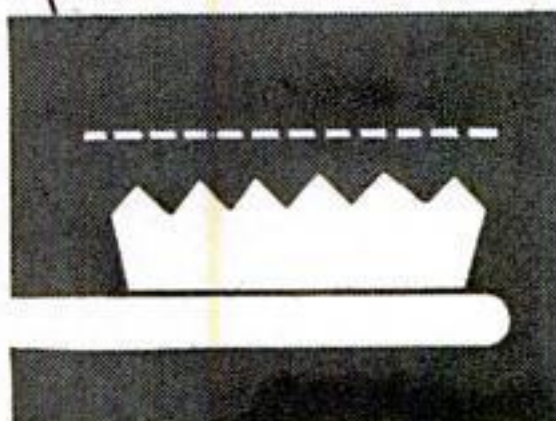
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STRAIGHT LINE DESIGN CLEANS TEETH BEST SAY DENTISTS 2 to 1

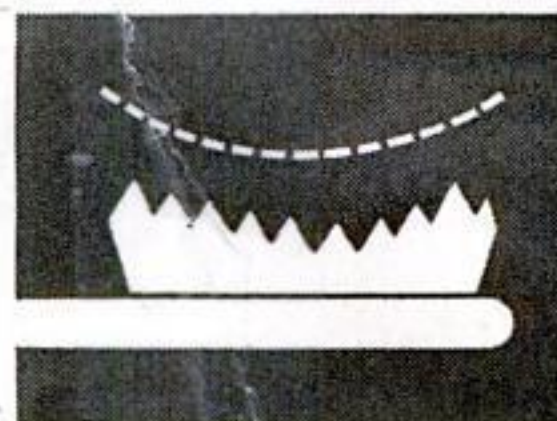


How Dentists Voted on Brushing Surface Designs

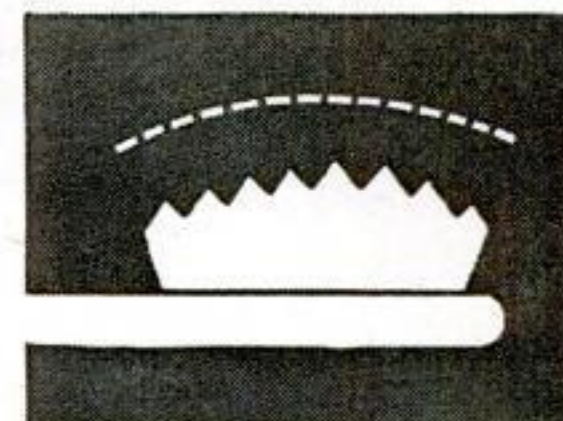
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Straight Line Design
Tufts all set in a straight line



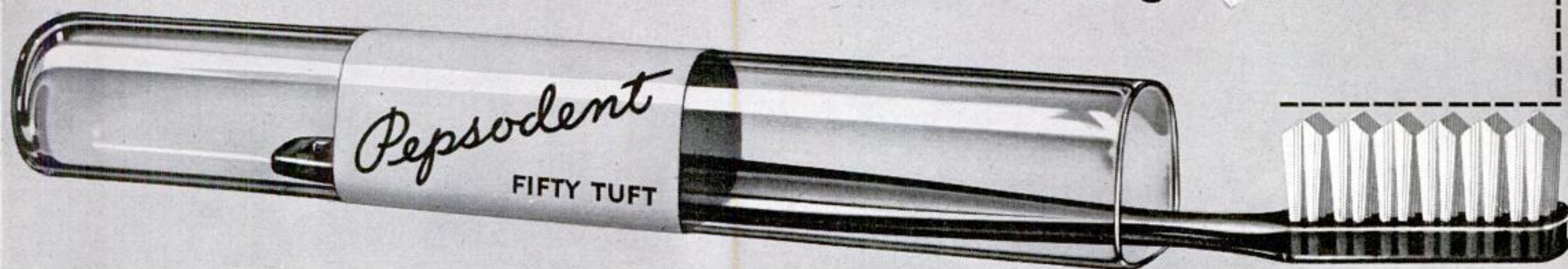
Concave Design
Tufted higher at ends, lower in middle



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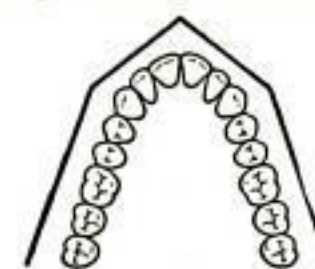
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Moreover—Pepsodent’s brush head is small and compact, easy to use. Feels comfortable even *far back* in the mouth, where teeth are hardest to get at.

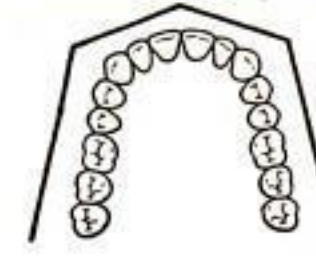
In choosing your next tooth brush—get the design most dentists recommend. Remember, 2 out of 3 dentists chose Straight Line Design as the design that cleans teeth best!

Why Pepsodent's Straight Line Design Cleans Teeth Best

Despite popular belief, it is a fact most teeth in the average mouth lie in a series of relatively straight lines.



These diagrams represent the two extreme types of dental arch. Even in these extremes, note that most teeth are in relatively straight lines. Pepsodent's Straight Line



Design fits more teeth better than convex or concave designs. Actually, Pepsodent's Straight Line Design cleans up to 30% more tooth surface per stroke.

GET A PEPSODENT TOOTH BRUSH TODAY! In Sanitary Glass Vial



1912

Small Kathryn Elizabeth Smith sang hymns lustily in a Washington, D. C., Sunday School. Later, pig-tailed, not-yet-chubby, she sang the marching tunes and sentimental ballads of the period, in hospitals for the wounded of World War I.



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1938

"Famous Firsts" on the Kate Smith Hour include Henry Aldrich and Abbott & Costello (here with Costello's former schoolma'am, Mrs. Bess Whitehead). '38 also marked the start of her outstanding daytime program, "Kate Smith Speaks."



1939

Presenting radio premières of important motion pictures, and many of Hollywood's greatest stars, Kate's show became a close link between screenland and present-day radio. Shown with Kate and Ted Collins: Una Merkel, Bob Hope, Dorothy Lamour.



1940

"God Bless America," uniting the genius of Kate and Irving Berlin, swept the country in the first year of World War II. Then began Kate's tireless tours of the camps, bringing lonesome boys the sound and warmth of home.



1942

Genuine interest in good food has powered Kate's commercials with a sincerity and gusto to which listeners have responded heartily. Kate really enjoys the products that sponsor her program: Jell-O, Jell-O Puddings, and Sanka Coffee.



A momentous meeting with Ted Collins in connection with phonograph recordings brought "the songbird of the South" to her first little 15-minute sustaining program on the Columbia network. Radio audiences warmed to her right from the start.

This year marked Kate's alliance with one of America's greatest sponsors of radio entertainment, General Foods. After eight years of this pleasant and profitable relationship, Kate and Ted declare they'll never work for anyone else.

First Lady of Radio

TAKES NEW SUNDAY NIGHT SPOT

BIG NEWS of the week to perhaps 25 million Americans was the new time for the Kate Smith Hour . . . Sunday night at 7 E.W.T.

With the largest audience of any radio star, Kate Smith, singer and commentator, has achieved a career that is undoubtedly unique in the history of entertainment.

The pleasant glow of Kate's personality gives intimacy to her evening show—generally considered the best variety hour on the air. For besides Kate's own contagiously happy way with a song, the show offers comedy

acts, dramatic spots, guest stars—always doing the act for which they're famous just a little better than ever.

Ted Collins, producer of the Kate Smith Hour, has lined up for this season some of the biggest names of stage, screen, and air. And again the hour will go by short wave and transcription to servicemen everywhere.

For the benefit of Kate's old friends and new admirers (adding up to most of the population of the U.S.), we publish a few picture-milestones along the friendly pathway of radio's First Lady.



All records for bond selling by an individual have fallen thunderously before Kate's persuasive voice and red-white-and-blue enthusiasm. She is one of the Treasury's most indispensable assets and Uncle Sam's Pin-Up Girl.



New time: Sunday evening, 7 Eastern Time, 6 Central Time, 5 Mountain Time, 4 Pacific Time, CBS Network. New full-hour show. New songs—new fun—exciting new guest acts. Strike up the band, boys—Kate is back!



JAP GIRL LEARNS POULTRY KEEPING IN PREPARATION FOR BEING SHIPPED AS A BRIDE TO MANCHUKUO. CHICKENS ARE A MOTLEY OF MALAYAN, SUMATRAN, JAPANESE BANTAM

JAPAN

A VIEW OF THE ENEMY'S HOMELAND IN COLOR REVEALS EXTREMES OF CHARM AND VIOLENCE

When the war in Europe ends America will have only one fighting enemy left: Japan. As *Fortune* pointed out in its Japan issue last April, war is the closest of all relationships between nations. In the following pages of color photographs, taken in 1940 by Germaine Kellerman, a French woman, *LIFE* tries to scrutinize the enemy more closely.

The homeland of the Japanese people, fertile, well-tended and compact, is what is chiefly shown on these pages. Probably nowhere in the world is such delicate, neat beauty and docility combined with such violent menace—from volcanoes, ty-

phoons and the occasional blind revolts of the Japanese people. The Japanese are not actually inhuman. They behave with inhuman restraint or inhuman violence because they exist not as individuals but only as families, a nation, a race. This suppression of individualism is what produces the occasional explosion, the basic cruelty of the Japanese toward others. Of this eternal Japanese conflict the national symbol is the sleeping volcano (*opposite*), Fujiyama, which is certainly beautiful but also very dangerous. It almost seems as though the Japanese instinctively knew what was wrong with them when they first chose Fuji as their sacred sign.



The holy mountain of Fuji is here framed by Japan's national cherry blossoms. The snow melts for six weeks in the year during which Shintoist pilgrims, wearing bells and straw

coats, climb up by way of 10 shrines to the "purifying" summit, a crater 2,000 feet across. It is a tough, two-mile climb. Women were considered too unworthy to make it before 1868.

CONTINUED ON NEXT PAGE



Tea is regarded by the Japanese as a special gift of the gods for the chosen people but tea drinking came belatedly from China in the Seventh Century, was popularized in the 12th

Century by one Abbot Yeisai. Notice extreme symmetry of the hedges of the tea bushes. The tea sprigs are clipped with scissors, gathered in a cloth bag dropped into a basket.



Fertile hillsides, here in Shizuoka district south of Tokyo, are best for tea. In the bottom of this valley may be seen rice paddies. Other tea districts: Nara, Gifu, Shiga, Miye, Saitama.



The light green of rolling tea fields sings against the dark evergreens of Japan's gently sloping hills. So-called Japanese "green tea" has a typical sweetness of aroma and taste.



From dawn to dark women work among the tea. Notice little white bags into which mittened pickers put the clipped sprigs of tea. The chief foreign buyer of Japanese tea was the U. S.



Height of tea hedges is shown here. Seeds are planted close together. First harvest is in five years. English first called tea "chaw" or "tay" when they began to drink it in 17th Century.



The crops of Japan are primarily rice, wheat, rye, barley, beans and sweet potatoes. Above is a wheat field. Below are rice fields. Whereas tea needs rainy hillsides where the water

runs off, rice needs muddy lowlands. Rice takes half the cultivated acreage in Japan and forms the indispensable base of Japanese diet. Other cereals are mainly substitutes for rice.



Yellow and green are the interminable quilts of rice fields across the landscape of Japan. The edges of the oblongs and triangles are low, grass-grown ridges to hem in the water.



A few inches of water are kept over the rice paddies and here the women work all day with clothes tucked up. The water is caught from mountain streams and fed into field after field.



The plowing is done in the fall. Seedlings are usually planted in June, between first and second rainy seasons, while light, southerly breezes fan Japan before the summer heat.



This is a wheat field. Harvest comes in September, which is also the worst month for typhoons—the *tai-fu*. Wheat is not used for bread but for teacakes, sake and a rice substitute.

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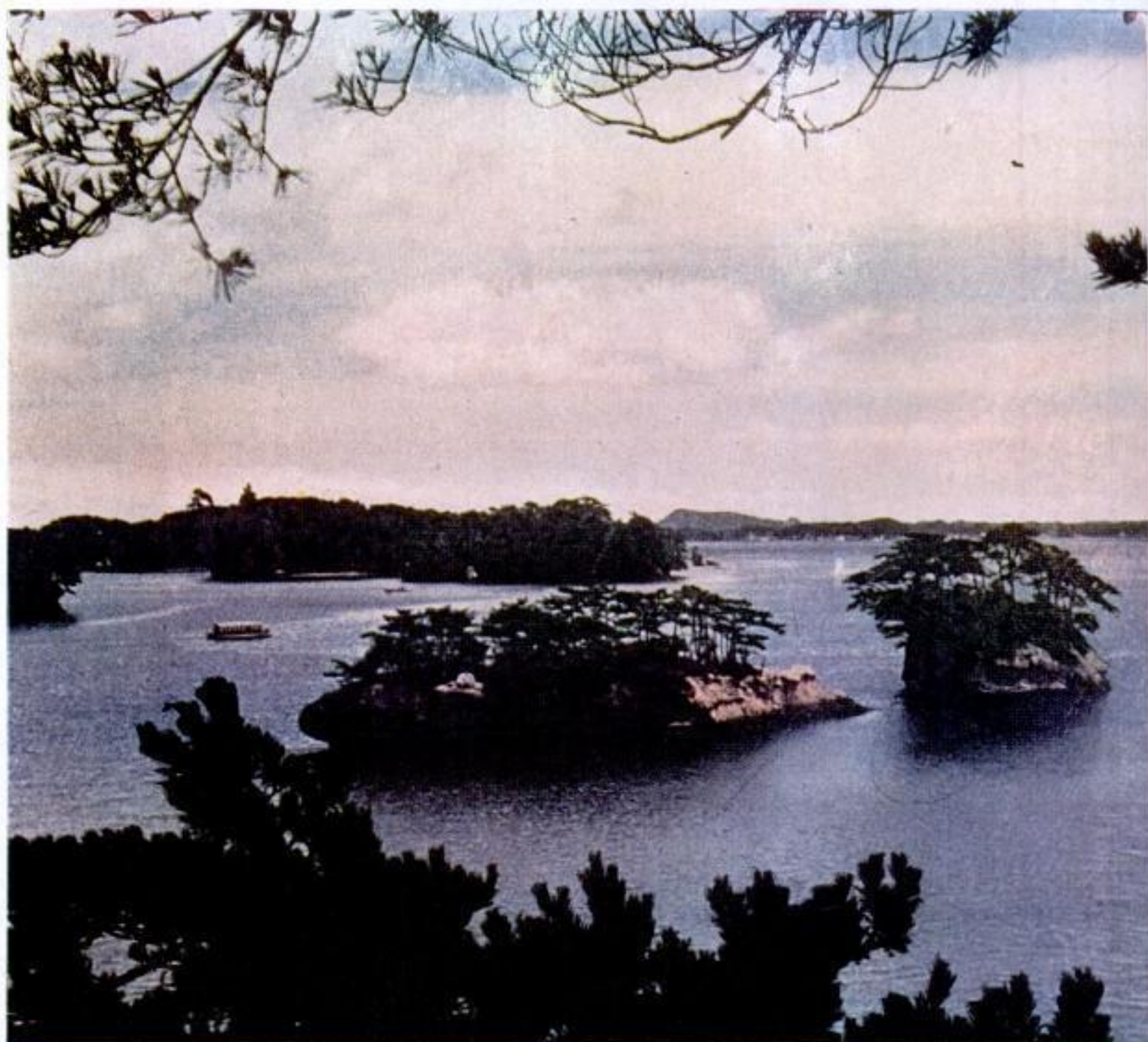
Gold-inlaid floats are paraded through Kyōto on July 17 and July 24 in Gion Matsuri festival, originated in Ninth Century to get protection of the gods against a pestilence.



In a fresh-water lake the men pull in their nets. Fresh-water fish include carp, minnows, trout, but the inexhaustible reservoir for Japan's huge fish consumption is the open seas, which are restocked



This hot spring for tourists is sitting on a live volcano, the Noboribetsu. Nearby is the Valley of Hell, formed of volcanic cones. This is in northern island of Yezo, or Hokkaidō.



Like U. S. landscape in a dozen northern states is this scene of a lake with pine-covered islands. It is Natsushima on the island of Honshū. Most Japanese landscape looks toned-down and modest.



every year by migrant fish from north and south. Japan, unlike most islands, is richer in animals than the nearby continent. They dislike big animals like the bear, prefer the fox and the badger.



In the Japanese Alps, a range of which six peaks rise over 9,000 feet, this dead lake was formed by a volcanic eruption of still-hot Mount Yake in 1915. Eruption dammed a river, created the lake.



Another float in the Gion Matsuri festival shows the elaborate detail work on the procession cars used year after year. Floats are borne by hand, slowly, in time to music.



A fishing village, Mito, is seen from the veranda of the local inn, in a typical tourist's view. The men are fishing for sardine, which Japanese like to eat raw as often as not.

CONTINUED ON NEXT PAGE



Virtually a pawn of the state is girl being taught at brides' school in Numakihara how to be a farmer's wife. When she graduates she will be shipped to Manchukuo.



Women's work in Japan lasts from the first hour of light to the last and much of it is done in the fields, come war or peace. Japan is therefore always engaged in what amounts to a total war effort.



The hostess at left wears classic hairdress and gown of mottled blues and reds on white. She and her guest sit squarely facing one another, polishing their expressions of dead-pan com-

posure. The hostess sits on a pink cushion, the guest on a pale-green cushion. Japan is full of such everyday rituals in which a minimum of individual personality may be expressed.



Remember - Tires aren't your ONLY problem!

Conserve your tires, by all means. Do everything possible to make them serviceable for the duration.

But don't forget that you have a problem even more vital than making your *tires* last. It's making your *car* last.

Fortunately, there is help available in solving this vital problem. Your Pontiac dealer is devoting his whole time and energies to the work required to keep cars rolling in his community.

Whether you drive a Pontiac or any other make of car—take your service problem to him. His equipment is the finest available. His mechanics are especially trained. And he uses high-quality parts for replacement. You can trust him to help keep your car running better and longer.

Transportation is vital—not only to those directly engaged in the war effort but to everyone else. And to millions of people this means their automobiles. So protect your car by seeing your Pontiac dealer regularly.

PONTIAC



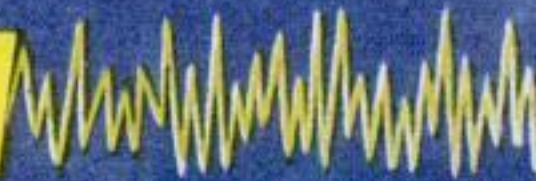
MOTOR DIVISION

General Motors Corporation





SHORT WAVE
(FOREIGN-AMATEUR
POLICE)



Three Worlds AT YOUR FINGERTIPS



FM FREQUENCY
MODULATION



AM STANDARD
BROADCAST
BAND



Keep Buying Bonds
Till the Fighting's Done!

WITH THE *Belmont* RADIO OF THE FUTURE

Three boundless worlds of radio entertainment will be brought to you in a beauty-styled cabinet of your choice—once Belmont returns to the manufacture of home radio receivers.

There will be the newest in FM reception—a realm of static-free, tonal perfection, bringing you the masterful performance of instruments and voices in thrilling clarity and beauty.

With the flick of a finger you may turn to the familiar, bright world of Standard Wave broadcast (AM)—a limitless fount of gayety, romance and news of the moment.

Or by another easy finger-flip, you may enter the world of marching history and advancing culture, beamed to you

from nations around the globe, by Short Wave broadcast.

The richly-designed Belmont instruments of the future will bring you other advantages as well. They will embody new and exclusive Belmont devices and developments which you will surely want in your next radio.—*Keep your eyes on Belmont.* Belmont Radio Corporation, 5923 West Dickens Avenue, Chicago 39, Illinois.



Belmont Radio

R A D A R ★ T E L E V I S I O N ★ F M ★ E L E C T R O N I C S

WAR POEMS BY AUSLANDER

Few literary or artistic achievements of note were evoked during the static agonies of World War I. But this vast global war, waged on distant oceans and in the uppermost sky, has already stimulated men in many nations to significant creative effort. With the first thunders of World War II the distinguished American poet Joseph Auslander began to concern himself with the epic materials of modern conflict. As the struggle reached its climax his poetic invention was increasingly fired by the

daily stimulus of newspapers, radio and newsreels. It disturbed him to think that while the tiny battles of the ancient world had been immortalized by the titanic talents of Homer, few poets had as yet endeavored to sing the chapters of this most enormous of all wars. Humbly confessing himself no Homer, Mr. Auslander was stirred by stories and pictures of battle to record the high moments of combat in verse. LIFE presents a selection of nine of Mr. Auslander's recent war poems.



NEW ILIAD

When Homer called the roll and read the names
Of the tall heroes plumed for war's wild courses,
Their splendid spears a forest of bright flames,
The frantic trumpets and the frenzied horses,—
He sang his litany of names and places,
Even as I, who am no Homer, sing

Our lads, with light of battle in their faces,
Who stormed a deadlier Troy one night in spring.

But Carthage fades, Achilles is a ghost
Against this battle and these boys of mine;
Had Homer seen their courage on this coast,
He would have shaped an epic as divine
As any chanted: a new Iliad
Of death at bay and some anonymous lad.



INCIDENT AT SAINT LÔ

(St. Lô fell this evening before a massive American assault—and one battalion's entry was led by the body of a young officer who had died in the assault.—News item)

They rode him in, propped straight and proud and tall,
Through Saint Lô's gates . . . He told the lads he led
That they would be the first at Saint Lô's fall—
But that was yesterday—and he was dead:
Some sniper put a bullet through his head,
And he slumped in a meadow near a wall;
And there is nothing further to be said;
Nothing to say—nothing to say at all.

Ride, soldier, in your dusty dizzy jeep,
Grander than Caesar's chariot! O ride
Into the town they took for you to keep,
Dead captain of their glory and their pride!
Ride through our hearts forever, through our tears,
More splendid than the hero hedged with spears!



TEMPORARY LULL

We read the latest headline in the news:
"A temporary lull in Normandy"—
We do not smell the damp, the heavy dews,
The white mist sifting inland from the sea;
We do not slog through slushy orchard grass;
No moon-clipped shadows stalk us in the street,
Over the roofs our Liberators pass,
Against the moon their wide black pinions beat.

The mortars cough; the sniper's bullets whine;
We move the wounded—and some town is taken;
("A lull has set in all along the line.")
The big artillery talks, the earth is shaken . . .
"There is a lull . . . our men mop up . . ." 'tis said. . .
We cover the cold faces of our dead.

CONTINUED ON PAGE 72



*Buy Ring-Free
where you
see this sign*

PURE PREMIUM QUALITY 35¢ A QUART



Sold throughout the Western Hemisphere



Wilshire Boulevard, Los Angeles

MACMILLAN PETROLEUM CORPORATION, 50 West 50th Street, New York 20, N. Y.; 624 S. Michigan Avenue, Chicago 5, Ill.; 530 West Sixth Street, Los Angeles 14, Calif.; Copyright 1944, Macmillan Petroleum Corporation

EXTRA BEDS TO MAKE IN WARTIME

In peacetime, multiple-berth Bedrooms, Compartments, Drawing Rooms were often taken by single occupants. Now, many business associates patriotically arrange to share such accommodations to save war-vital train space.

SAFETY FIRST, LAST, ALWAYS!

Air brakes are inspected and fully tested twice at the yard . . . and again at the station before the train starts its run. No shortage of manpower interferes with that strict New York Central and Interstate Commerce Commission rule.

WOMEN AT WORK

With 25,600 New York Central men now in uniform, thousands of patriotic women are helping keep vital wartime traffic moving. Car service is one of many railroad jobs where more women are needed now.

THEY MAKE A CLEAN SWEEP

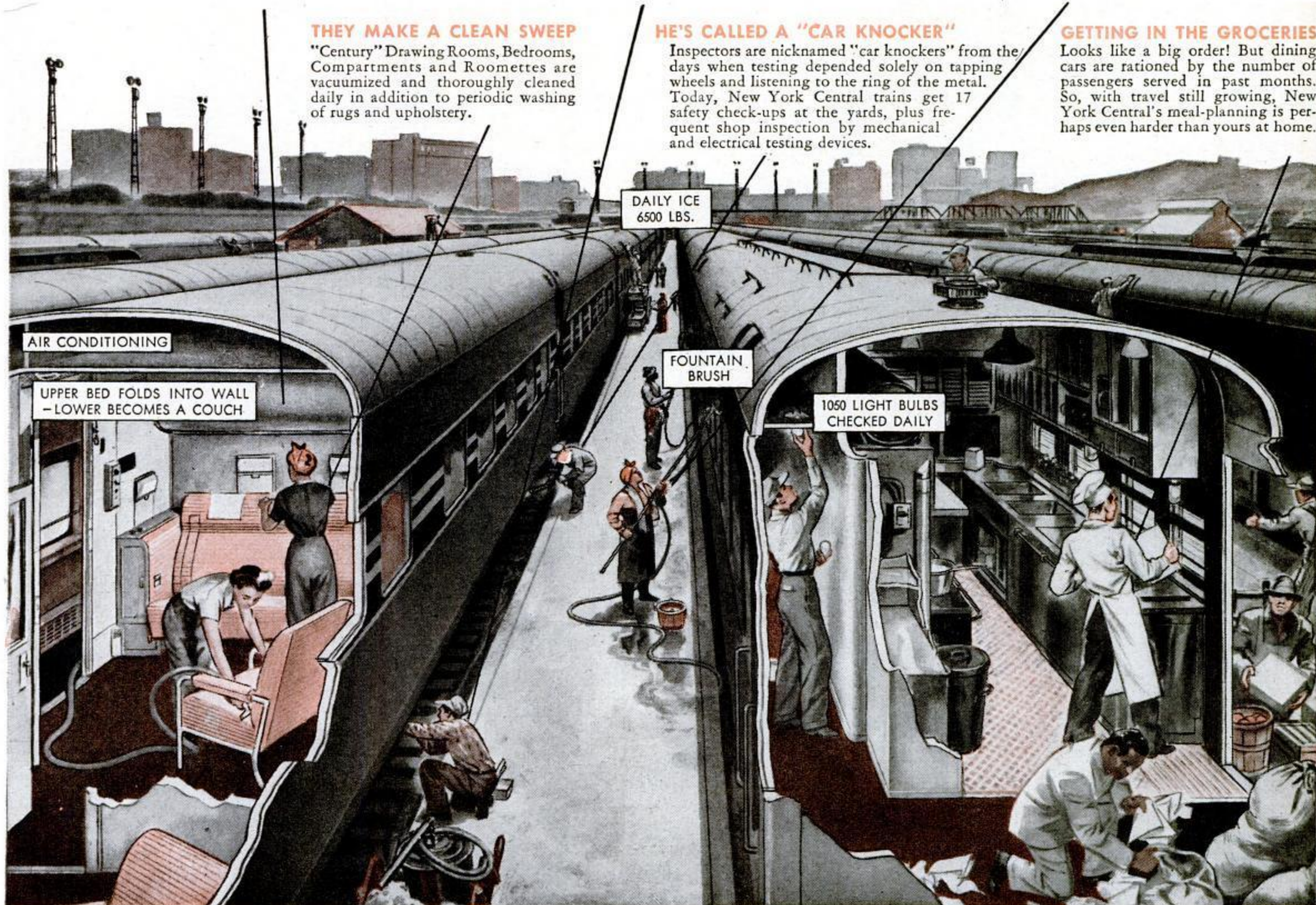
"Century" Drawing Rooms, Bedrooms, Compartments and Roomettes are vacuumized and thoroughly cleaned daily in addition to periodic washing of rugs and upholstery.

HE'S CALLED A "CAR KNOCKER"

Inspectors are nicknamed "car knockers" from the days when testing depended solely on tapping wheels and listening to the ring of the metal. Today, New York Central trains get 17 safety check-ups at the yards, plus frequent shop inspection by mechanical and electrical testing devices.

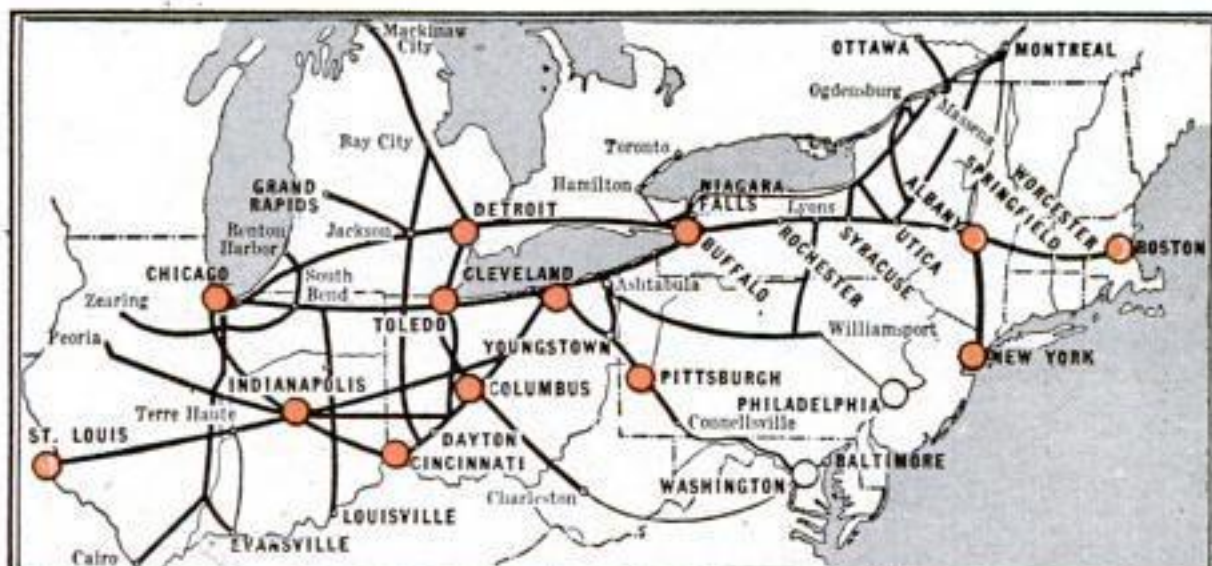
GETTING IN THE GROCERIES

Looks like a big order! But dining cars are rationed by the number of passengers served in past months. So, with travel still growing, New York Central's meal-planning is perhaps even harder than yours at home.



Housekeeping headaches of the "CENTURY"

Principal Cities where most of the 3,500 passenger cars on New York Central are serviced for their daily runs.



NEW FREE BOOKLET with fascinating, cutaway pictures that take you right into a locomotive cab, a dining car, mail car, troop train, signal tower, freight caboose, an Army Hospital Train, and through Grand Central Terminal. Write to New York Central, Room 1221D, 466 Lexington Avenue, New York 17, N. Y., for your free copy of "BEHIND THE SCENES OF A RAILROAD AT WAR."

Travel Volume up . . . Manpower down . . .
and the 20th Century Limited plus 800
other New York Central trains to service every day!

HALF AN HOUR AGO, some 200 wartime passengers stepped off the 20th Century Limited. Already a switch engine has hustled the empty train out to the yards. And now New York Central service crews swarm over it.

Hammers clink against steel. Fountain brushes spurt against windows. Electric trucks hustle about with fresh ice and linen and groceries.

War has added both urgency and difficulty to this task of servicing more

than 800 New York Central trains every day. Travel has doubled. Equipment and supplies are scarce. And manpower is even scarcer.

But for all that, essentials still get 100% attention. And wartime short-handedness has even taught new short cuts, new methods . . . new ideas that will mean greater efficiency when Victory frees America's fighting railroads to bring you the finer travel of tomorrow.



New York Central

ONE OF AMERICA'S RAILROADS—ALL UNITED FOR VICTORY

**BUY MORE
WAR BONDS**

STARTIN' THE DAY RIGHT

AUNT JEMIMAS GIVE ME JUST THE ENERGY I NEED!

ME TOO! AND THEY'RE SO FLUFFY AND EASY TO DIGEST!

GEE, MOM! I COULD TASTE 'EM CLEAR UP STAIRS!

AUNT JEMIMAS ARE ON THE TABLE!

THAT'S ALL YOU NEED TO SAY, MOM!

AND LOOK AT MOTHER'S SMILE! YOU JUST KNOW THOSE CAKES ARE EASY TO MAKE!

NOW REAL QUICK! WHAT TASTES BETTER THAN AN AUNT JEMIMA?

I'VE GOT IT! TWO AUNT JEMIMAS!

Serve mah Happifyin', Energizin',
AUNT JEMIMA PANCAKES!

RECIPE
 Easy as 1-2-3 to fix with mah **SECRET RECIPE** Ready-Mix
 Just add milk or water, stir—and pop 'em on the griddle

Try this Special Orange Sauce Recipe

¾ cup sugar	⅓ cup orange juice
2 tablespoons cornstarch	1 teaspoon grated orange rind
½ teaspoon salt	4 teaspoons lemon juice
1½ cups water	1 tablespoon butter

Combine sugar, cornstarch and salt. Add water. Cook over low heat, stirring constantly until mixture thickens. Then place in double boiler and cook 15 minutes.

Stir in other ingredients, and serve hot over Aunt Jemima pancakes.

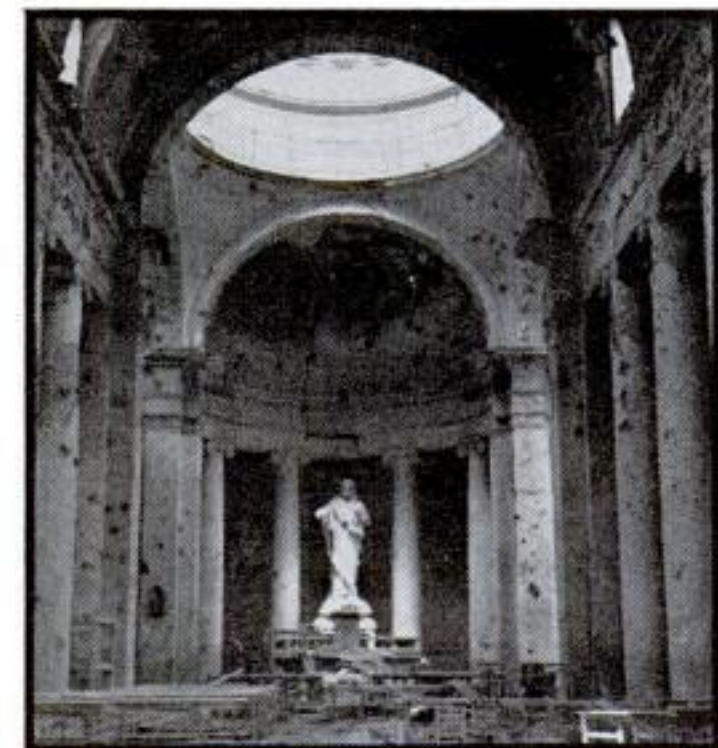
NOT RATIONED
 GET BOTH the red box for pancakes and waffles ... the yellow box for buckwheats



HIGHWAY 6

Now, having stormed the ramparts of Messina,
 The Isles, the Straits, the Boot of Italy,
 That ancient road, the Via Casilina,
 Stretches through hell due north to victory;
 The highway of the Caesars now resounds
 With guns, trucks, tanks, planes, men in huge array;
 Our cannon loose the savage kenneled hounds
 Of battle: the hills bark, the mountains bay.

The yellow mustard dusts these fields as when
 The Lombard raged like some erratic star;
 The clover, trampled by the Saracen,
 Bleeds just as purple with fresh wounds of war;
 And from the gutted Abbey on the height
 The fireflies stitch gold against the night.



PRESS DESPATCH: APRILIA

Amid the cordite's choking gust
 The red stone Christ stares down
 Upon Aprilia's dreadful dust,
 Upon the ruined town.

The plaque of Christ on Calvary
 Looks from its shell-pocked wall
 On a tank whose dead snout pokes the sky
 Where the dead tank-crew sprawl.

A soldier at the feet of God
 Kneels and remembers home,
 His helmet in the cratered road
 That runs in blood to Rome.

CONTINUED ON PAGE 74



BUY WAR BONDS AND STAMPS

The army moves at dawn

It was cool in the field last night. . . . The army gets up reluctantly, at the command of a twelve-year-old sergeant. Steam rises from each warm patch of earth. Slowly the column forms and trudges toward the barn.

It's not a very big army, but it's important to America's military strength. For milk is this country's most valuable crop. Milk is nature's most nearly perfect food. And milk products make up about 25% of the food consumed by the average American.

Well-fed civilians work better. Well-fed soldiers fight better. *And the nation's dairy farm families* — toiling long and hard to lick the shortages of manpower, machinery

and stock feed — *are making a major contribution to victory.*

As our forces overseas increase, huge supplies of *all* foods must follow. As the starving peoples of ravaged lands are freed, they'll need food from us until they can grow their own again. *Every* American can save *lives* by saving *food*.

National Dairy is proud to have a part in this big job. We delivered \$96,000,000 worth of milk products for direct-war purposes last year. And our research laboratories helped develop new products for the Army and Navy that will be as beneficial in peace as they are valuable in war.

Dedicated to the wider use and better understanding of dairy products as human food . . . as a base for the development of new products and materials . . . as a source of health and enduring progress on the farms and in the towns and cities of America.

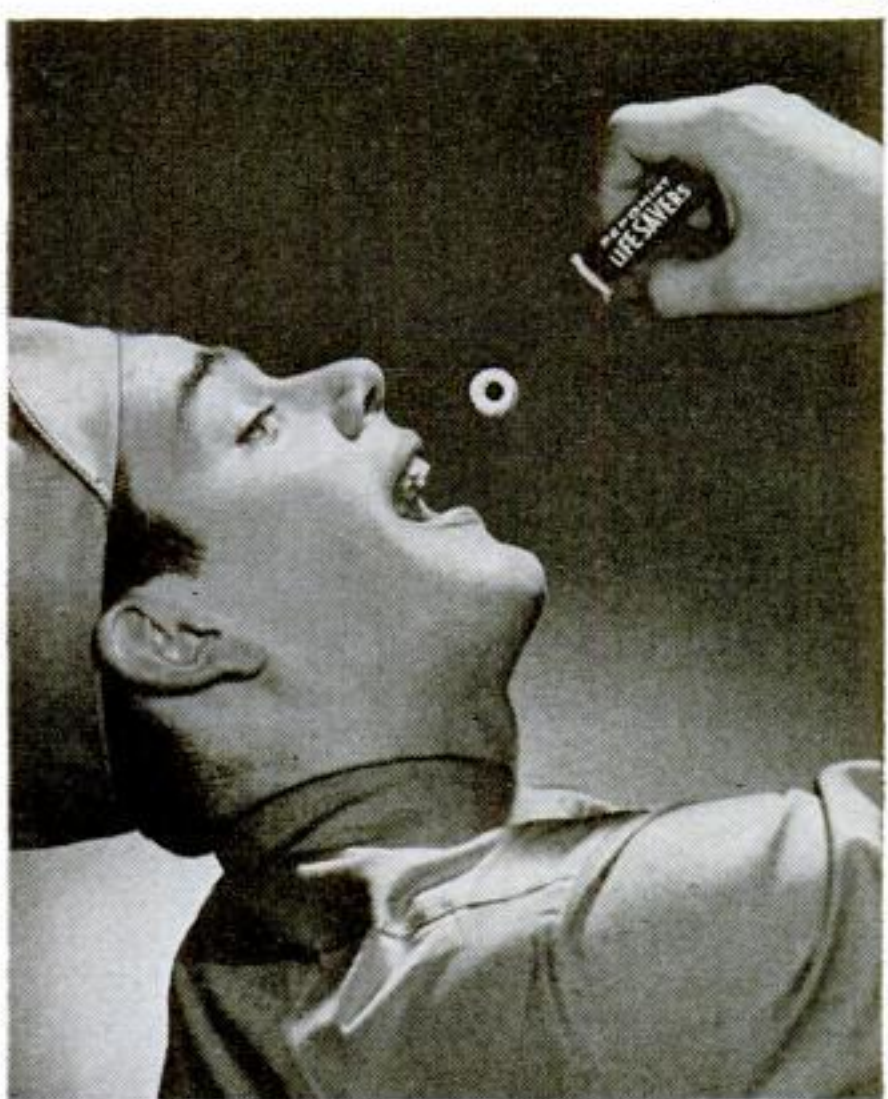


NATIONAL DAIRY
PRODUCTS CORPORATION
AND AFFILIATED COMPANIES



When you're nosed out
like this

When you'd rather nose
in like this



◀ TRY THIS

MORAL: Everybody's breath
offends sometimes. Let Life
Savers sweeten and freshen
your breath—after eating,
drinking, and smoking.



When you can't get your favorite Life Savers
flavor . . . it's because men in the Services like
that flavor too. We know you won't mind if
they get first call.

WAR POEMS BY AUSLANDER (continued)



THE ROAD TO ROME

Our boys with unshaved beards that burr all over,
Their nostrils black with clotted blood and dust;
The acrid fume of cordite mixed with clover;
The poppies redder for some bayonet's thrust:
This happens on the highway pilgrims trod—
The road to the eternal hills of Rome. . .
So Johnny crawls upon his face to God,
So Johnny, full of holes, comes marching home.

So Johnny marches where the Lombard marched,
Through fields that bloom as bravely now as then,
His breath as labored and his tongue as parched
In valleys trampled by the Saracen;
So Johnny storms the stars, so Johnny dies
In ruins hallowed with his sacrifice.



LINES FOR MARK CLARK

Lest the hoofs of Alaric pollute
The Stairs of the Palatine,
You drove the hob-nailed brute
Out of that marble shrine
Like a herd of heathenish swine.

And you broke the oppressor's chains,
And the people from the dark places,
From cellars and sewage drains,
Crept forth to feel on their faces
The clean light's holy graces.

You came not with fire and sword,
But as a pilgrim might come
To the altars of the Lord,
The Eternal City of Rome,
To the spirit's sovereign home.

CONTINUED ON PAGE 76



"Young man—you have it!" said the Wizard of Menlo Park

IT IS A warm August evening in 1896. Around a banquet table on Long Island sit Thomas A. Edison and the country's leading men of the electrical industry.

The talk swings naturally to politics, to Bryan and McKinley and the Cuban situation—then back again to business. There is high discussion about storage batteries to drive America's "horseless carriages". Someone points to young Henry Ford, Chief Engineer of the Detroit Edison Company, and says: "There's a man who has built a gas car!"

At once, Edison eagerly begins to ask questions—and to listen. "How do you explode the gas in the

cylinder? Do you do it by contact or a spark?"

On the back of a menu, Henry Ford sketches the details of his engine. Edison in his enthusiasm thumps the table so hard the glassware tinkles.

"Young man, that's the thing—you have it. Keep at it. Your car is self-contained—carries its own power plant—no fire, no boiler, no smoke, and no steam. *Keep at it!*"

Here was just the challenge and encouragement which Henry Ford needed most. It was something he never forgot. And through the years, keeping-at-it has remained a firm tradition of the Ford Motor Company as it has moved forward in the

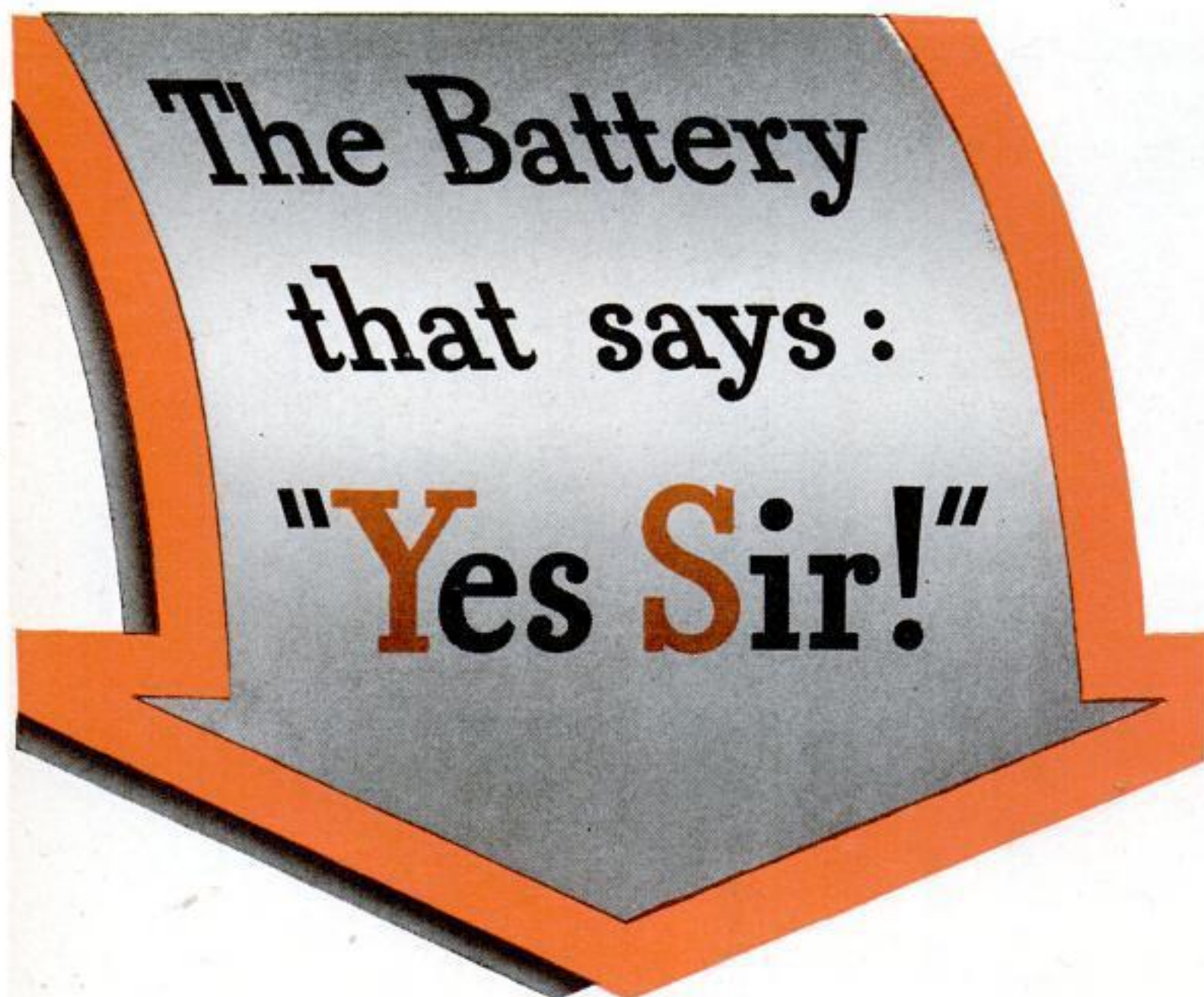
creation of 30 million reliable cars and trucks.

It is this keeping-at-it in research, in engineering and production, that has made the Ford name a synonym for smart, comfortable, economical transportation, priced to serve the needs of the greatest number.

In the peaceful days ahead, the new Ford, Mercury and Lincoln cars will reflect all the established Ford skills and inventiveness. Their advanced styling will match their famous quality leadership, and they will benefit by the newer knowledge of materials and techniques being achieved as Ford *keeps at it* in making the tools of victory.

FORD MOTOR COMPANY





Sold and Serviced by
Willard Dealers Everywhere

Willard

"SAFETY-FILL"
BATTERIES

—for Tanks • Combat Cars • Jeeps • Walkie-Talkies
• Ships • for Cars, Trucks, Tractors and Buses at home

... the power to carry on !



Awarded Cleveland Plant,
Willard Storage Battery Co.

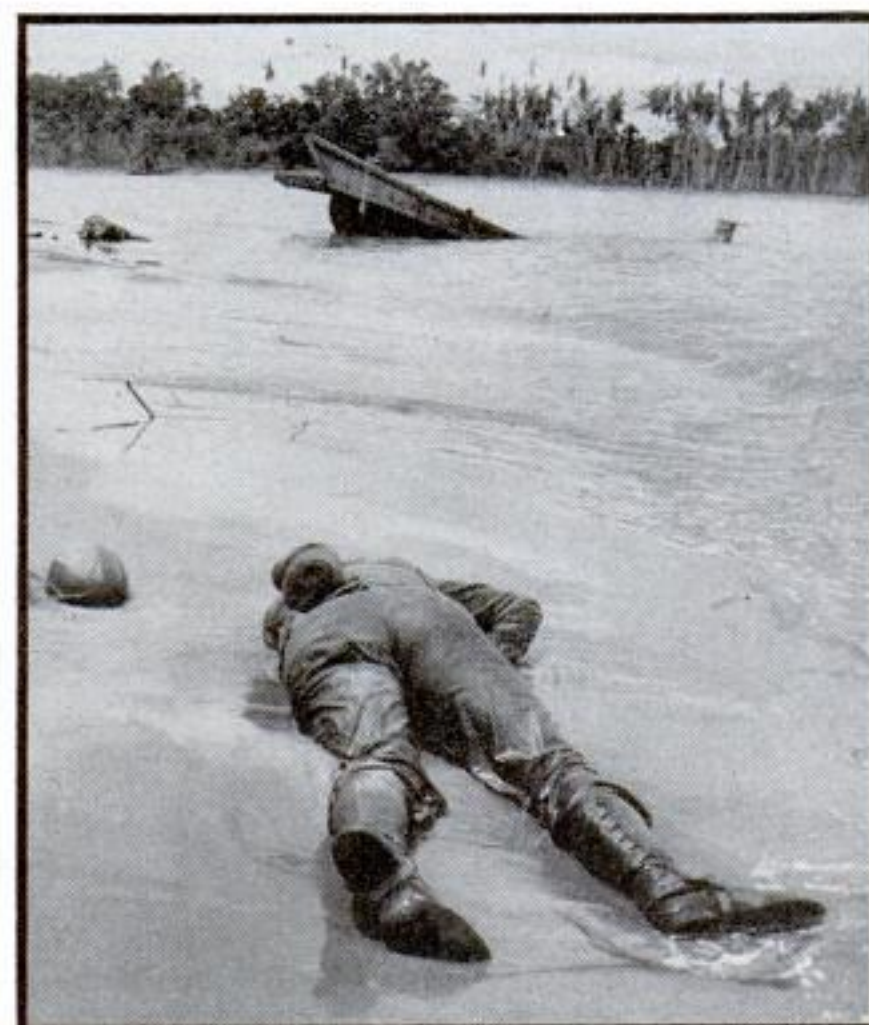
WILLARD STORAGE BATTERY CO. • CLEVELAND • LOS ANGELES • DALLAS • TORONTO

WAR POEMS BY AUSLANDER (continued)



THE GUERRILLAS

Listen, Guerrillas, wherever you may be—
In marsh or mountain or the forest deep,
Striking for land and life and liberty,
Stalking the foe awake, the foe asleep—
Listen, I have no song to match your valor,
You in the swamp, the woods, the hills, the village,
Your eyes like fire in the face's pallor
As you watch the barbarian at his pillage—
Listen, my eyes blaze too, my blood runs cold,
My heart is like a hammer in my side,
It sings to see how brave you are, how bold,
It laughs with you, it cries hot tears of pride. . .
The bombed bridge blooms a slow blue tree of smoke. . .
The harsh dust settles on the summer oak.



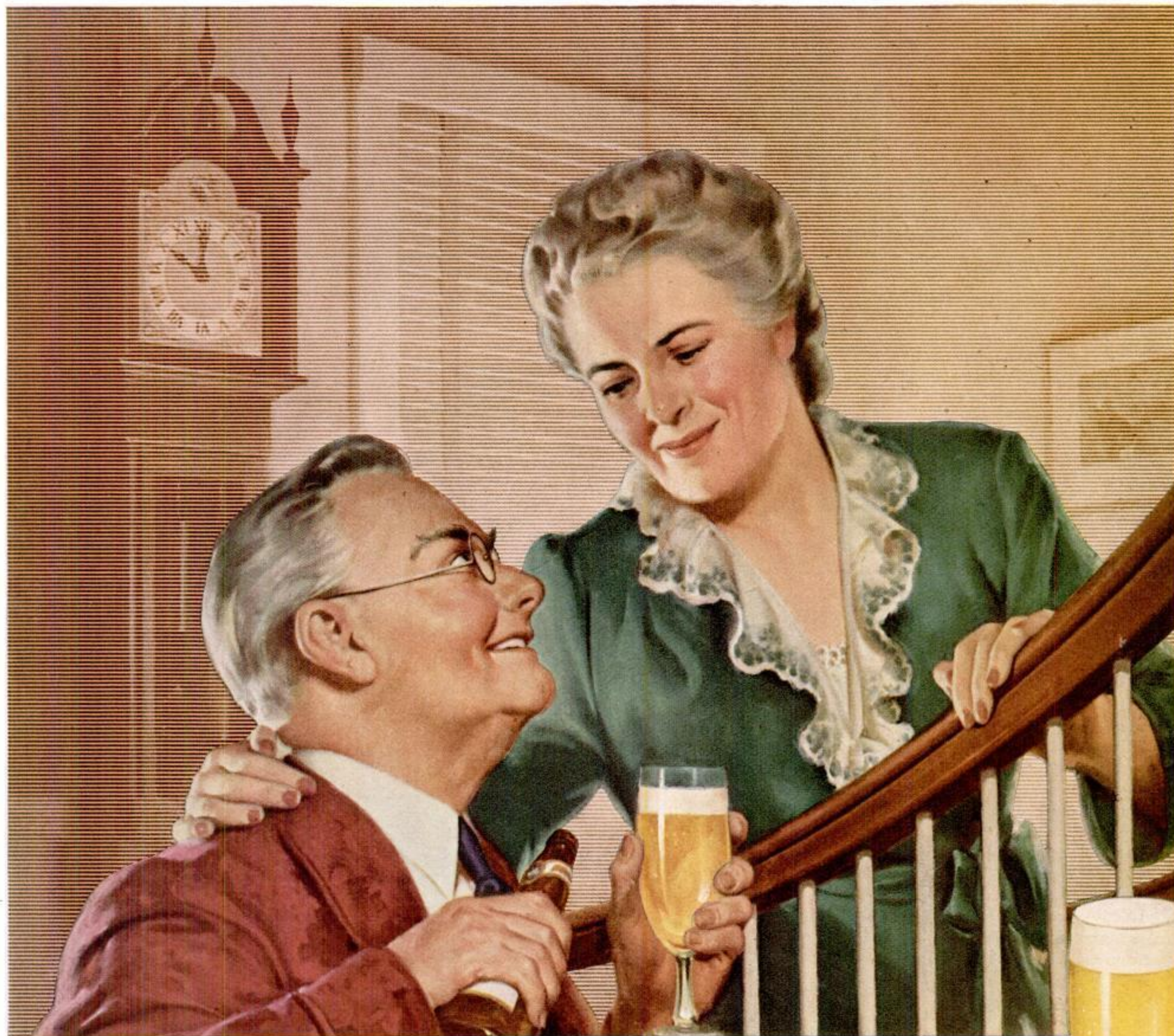
THOMAS PAINE: 1944

*(These are the times that try men's souls. The summer soldier
and the sunshine patriot will, in this crisis, shrink from the
service of their country . . . —The Crisis, December 1776)*

Is the war almost done? Like hell it's not!
Ask the boys limping back in that big bomber,
And let them tell you, sunshine patriot,
And let them tell you, soldier for the summer;
Ask the men sweating blood around the clock
By savage inches—if you have the gall;
Ask the lad smashed to pieces on that rock;
Asked the lad twisted up against that wall. . .

A good night kiss

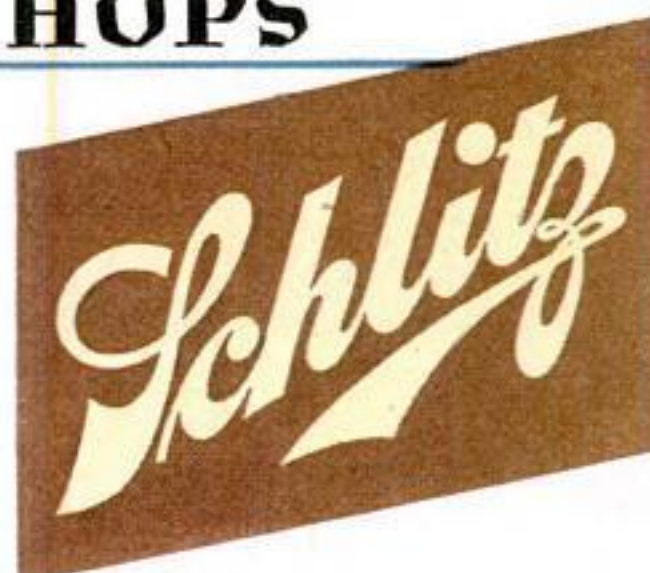
That famous flavor found only in Schlitz provides the perfect end to any day. Brewed with just the *kiss* of the hops, Schlitz is as loved for its freedom from bitterness as it is distinguished for its true beer character.



Copyright 1944, Jol. Schlitz & Brewing Co., Milwaukee, Wis.

JUST THE *kiss* OF THE HOPS

*...none of
the bitterness*



THE BEER THAT MADE MILWAUKEE FAMOUS

**IF IT'S FRIGIDAIRE
IT'S DEPENDABLE**

"Now when dependability
is so important I'm
glad we have Frigidaire
Water Coolers"



Food Fights for Freedom!
Better Lunches for War Workers
Help Make a Stronger America

Frigidaire, busy with war production... today is no less proud of the millions of Frigidaire products, made in peacetime, now serving their users so well, so dependably, in so many helpful ways.

Today, more than ever, many plant owners and office managers are finding that their decision to install Frigidaire Water Coolers is paying extra dividends in worker morale and efficiency.

With so many plants going full speed on war work, with more people employed, with everyone working harder, this equipment is carrying a heavier load than ever before. Yet, despite the fact that more and more workers call upon nearby Frigidaire Water Coolers for refreshment, these products are delivering a faithful service, day in, day out... clear proof of Frigidaire's built-in dependability.

To continue to make Frigidaire products America's first choice is our goal for the future. The fulfillment of our plans must await Victory. But one thing is certain: *there will be more and better Frigidaire products for more people—and in their making, more jobs for more men.*

FREE! NEW BOOKLET for all users of commercial refrigeration equipment



CONSERVATION TIPS tells things you can do to make your refrigeration or air conditioning equipment serve better, last longer. Get your free copy from any local Frigidaire commercial dealer. Find his name and address under REFRIGERATION EQUIPMENT—COMMERCIAL in your classified telephone directory. Or write

FRIGIDAIRE, 230 Taylor Street, Dayton 1, Ohio, today. In Canada, address 91 Commercial Road, Leaside 12, Ontario.

Listen to

GENERAL MOTORS SYMPHONY OF THE AIR...

Every Sunday Afternoon, NBC Network



Working together as a team, the Frigidaire factory and a nationwide organization of dealers and servicemen are safeguarding the dependability of these Electric Water Coolers and all other Frigidaire products, under today's difficult wartime conditions.



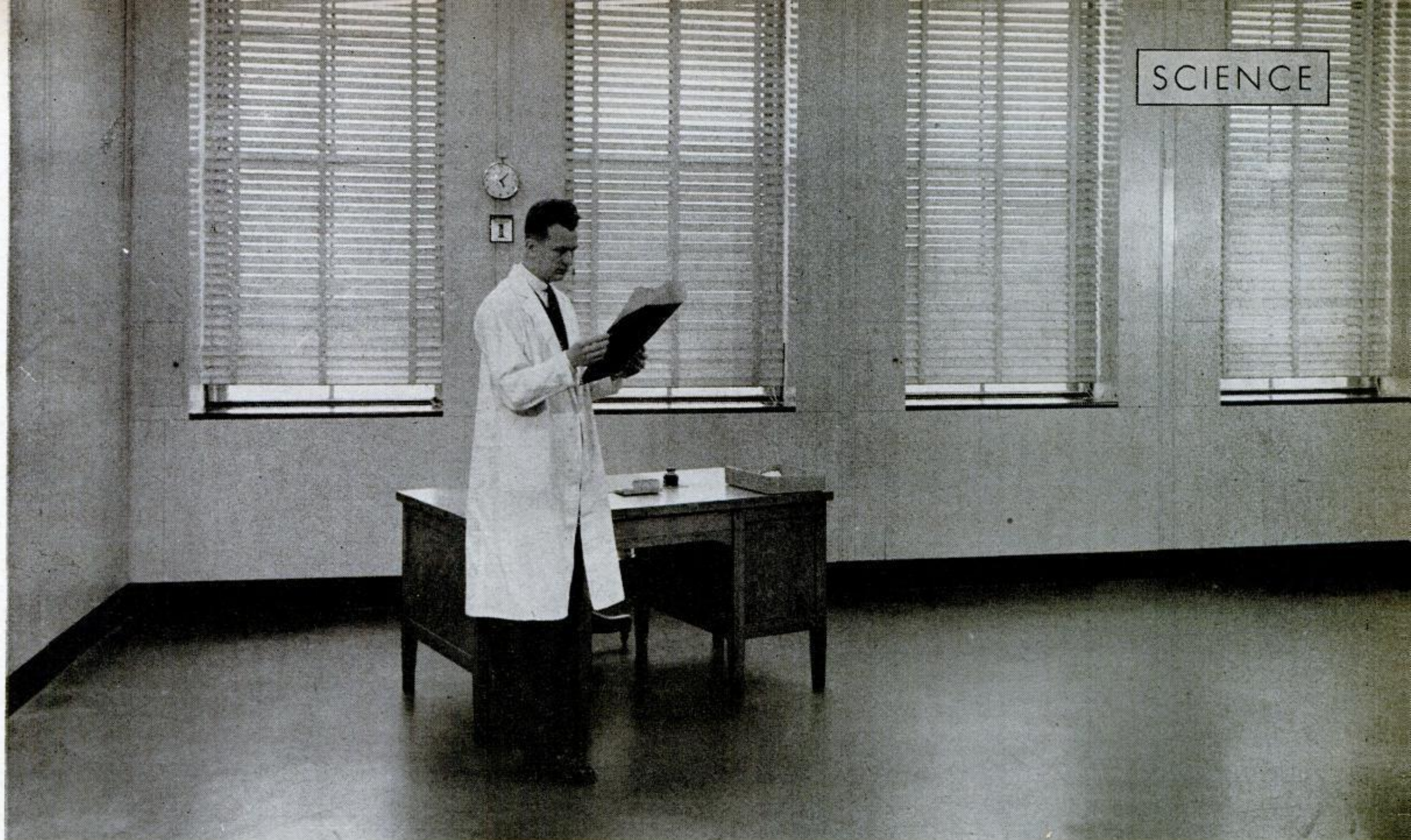
FRIGIDAIRE

Division of

GENERAL MOTORS

Peacetime builders of

**ELECTRIC REFRIGERATORS • RANGES • WATER HEATERS
HOME FREEZERS • ICE CREAM CABINETS
COMMERCIAL REFRIGERATION • AIR CONDITIONERS
BEVERAGE, MILK, AND WATER COOLERS**



BELL LABORATORIES RESEARCHER CHECKS PLANS FOR CHEMISTRY LABORATORY WHICH IS TO BE SET UP AROUND SPOT WHERE HE STANDS. NOTE TIME AND DATE ON WALL

MODERN LABORATORY

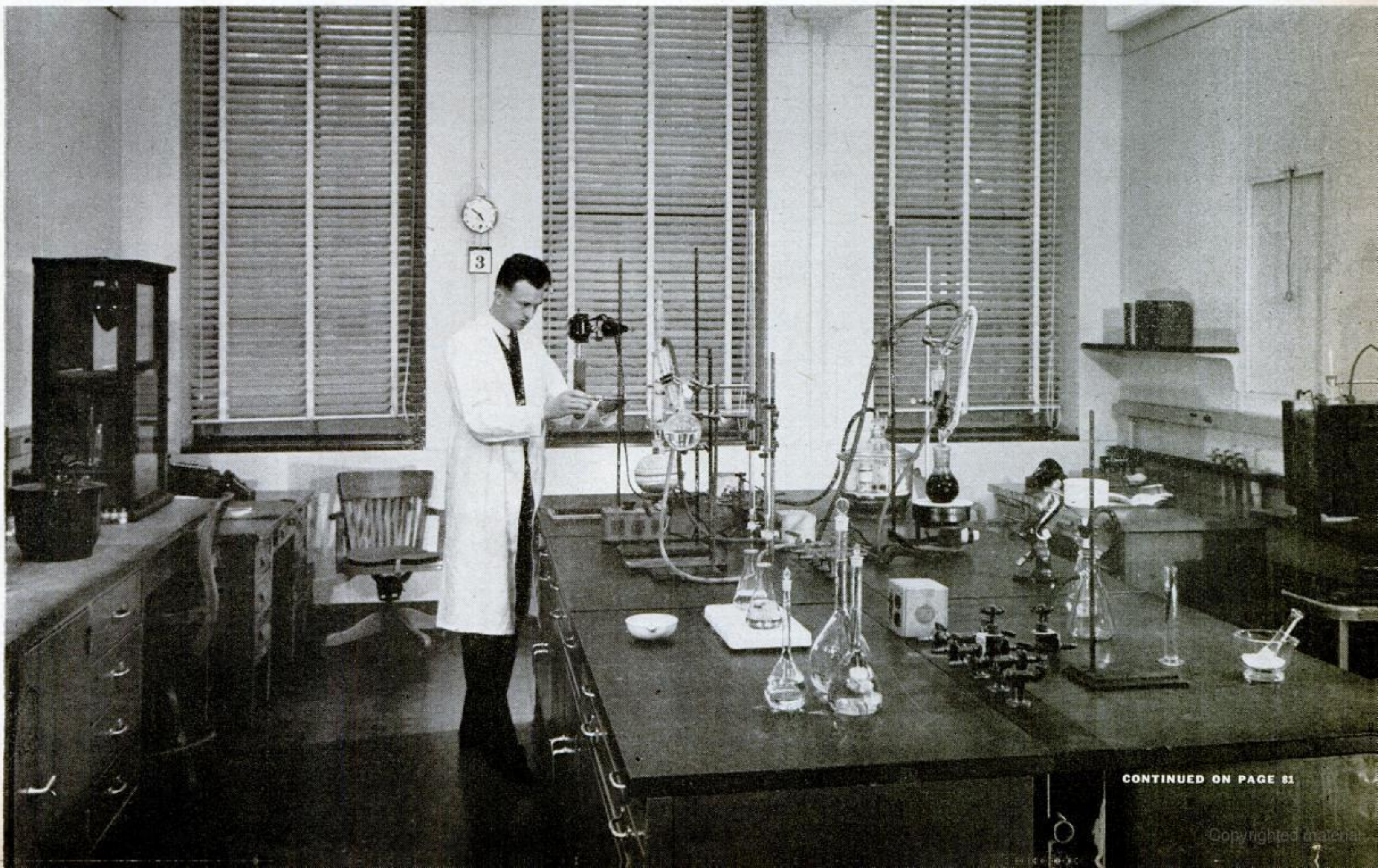
A workroom for any experiment
can be set up within 48 hours

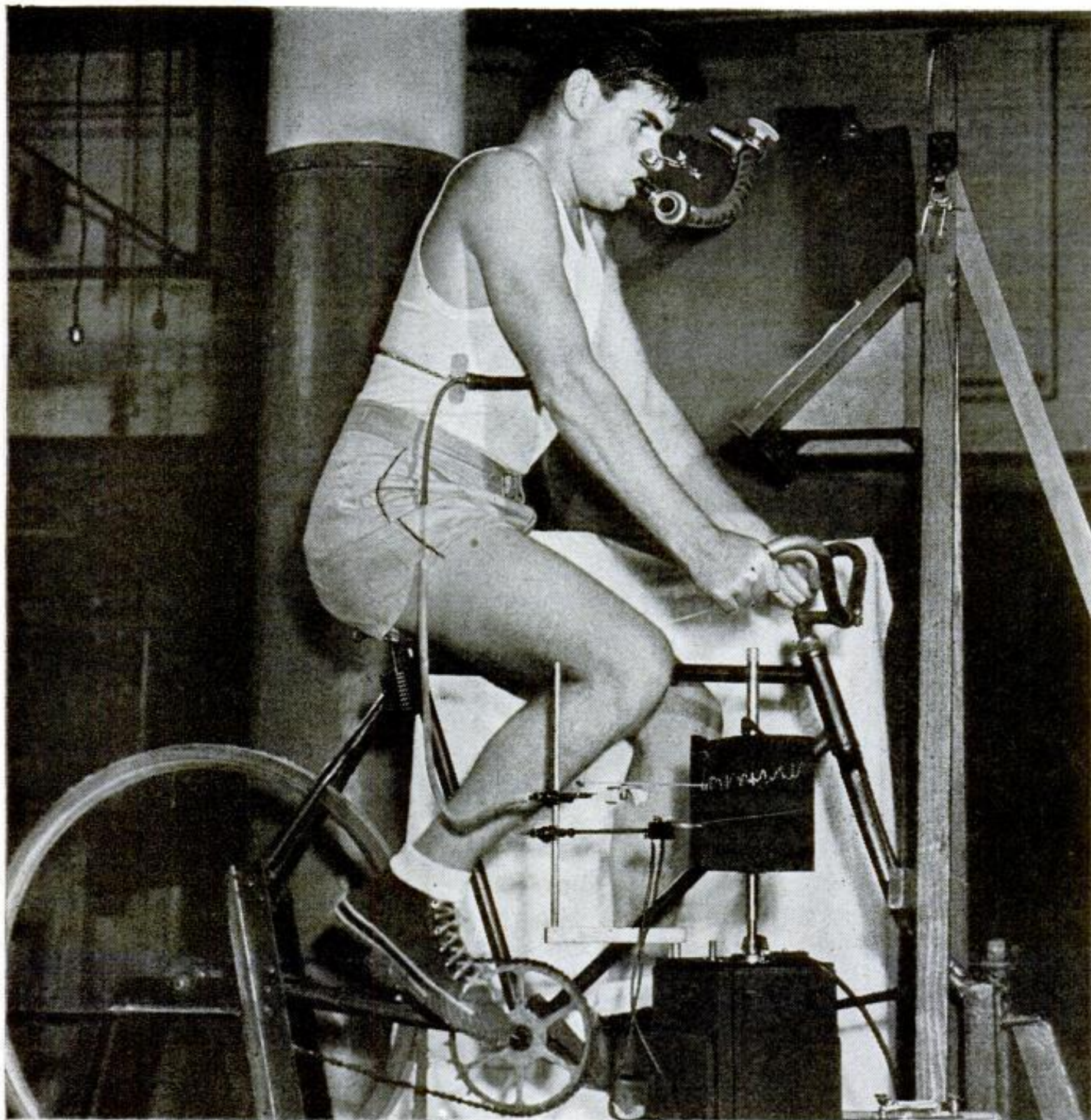
The before-and-after pictures on this page illustrate a research scientist's dream. Above is a stretch of vacant space in the new Bell Telephone Laboratories Inc. at Murray Hill, N. J. Below is the same space less than 48 hours later, now a chemistry laboratory, completely piped, wired, fitted and in use.

In the Murray Hill buildings there are no fixed partitions within the outside walls. The rooms are walled off as needed by steel panels, which can be

installed in a few hours with a screw driver as the only tool. To function as a research laboratory each room must be supplied with such utilities as electric current, hot, cold and distilled water, steam, compressed air and vacuum, hydrogen, oxygen and nitrogen. These utilities are carried in pipes and wires which line building's outside walls. To make the laboratory an accomplished fact the laboratory benches need only be connected to these pipes and wires.

WITHIN 48 HOURS COMPLETED LABORATORY IS AT WORK. WALL HAS BEEN INSTALLED AT RIGHT. CONCEALED IN WAINSCOTING ARE PIPES AND WIRES THAT DELIVER UTILITIES





Bicycle ergometer (energy meter) used by science to investigate the effects of a diet deficient in vitamins on an individual's energy output.



Returning vacationist . . . contrary to the belief of many, sun bathing gave Vitamin D only, just one of the essential vitamins known to be needed both summer and winter.

VITAMINS: Most talked of, least understood of Science's new Gifts

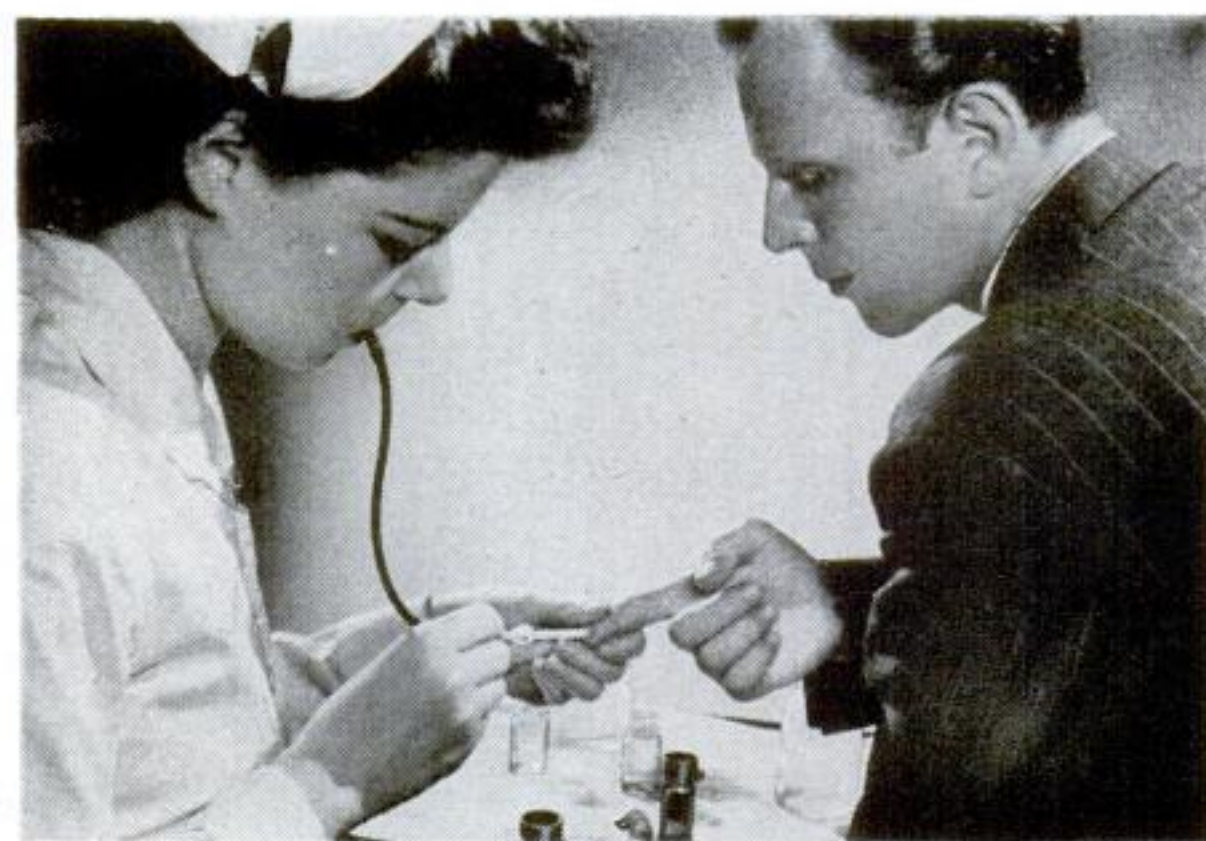
While all America today is conscious of the importance of vitamins, facts uncovered by a U. S. Government survey show that an astonishing portion of our population does not get enough of them.

The facts are that three-fourths of the nation's people were eating meals deficient in vitamins and minerals. Only from 11% to 21% of the total were getting what the survey classed as a "good" diet.

Thus, while practically everyone appreciates the strides Science has made in uncovering the secrets of vitamins, too few take advantage of this new knowledge.

One way to make sure of getting all the vitamins that Government experts agree are essential in the diet is to take the vitamin-mineral supplement, Vimms.

Vimms contain not only Vitamins A and D, not only the essential B Complex Vitamins, but all the vitamins known to be needed in the diet, including costly Vitamin C.



BLOOD TESTS SHOW NEED FOR IRON

MINERALS: Oldest of Man's Helpers—Newest in Research

Minerals have long been known to be dietary essentials. Recent surveys show, however, that the average diet is most often deficient in Iron and Calcium.

Therefore, Vimms, besides giving you vitamins, give you these vital minerals, too: Iron necessary for good red blood; Calcium and Phosphorus necessary for strong bones, teeth and body tissues.

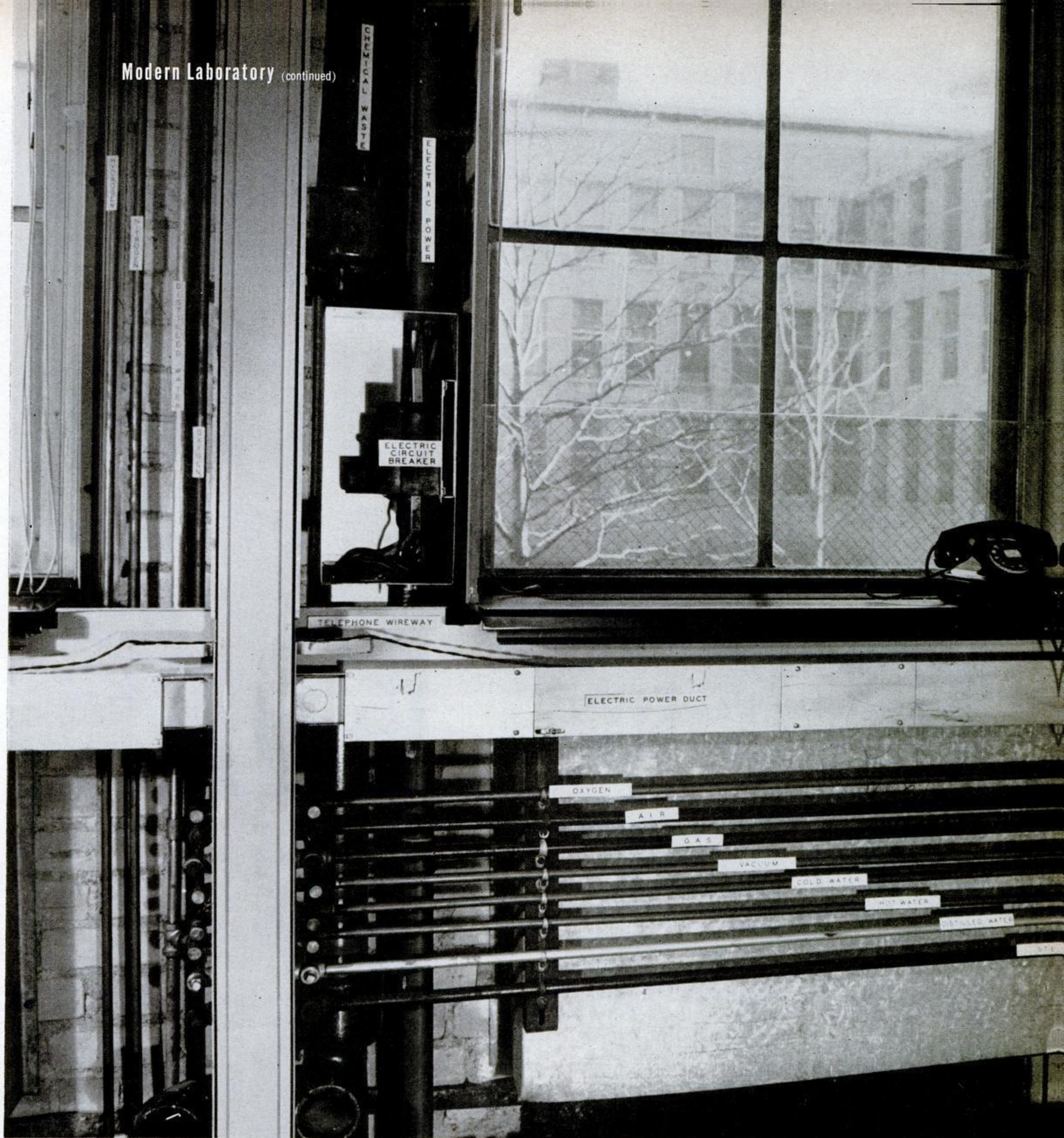
Scientists found that no one tablet or capsule could contain the full amounts of all the vitamins and minerals in the Vimms formula



ONE TOO BIG . . . 3 ARE EASILY SWALLOWED

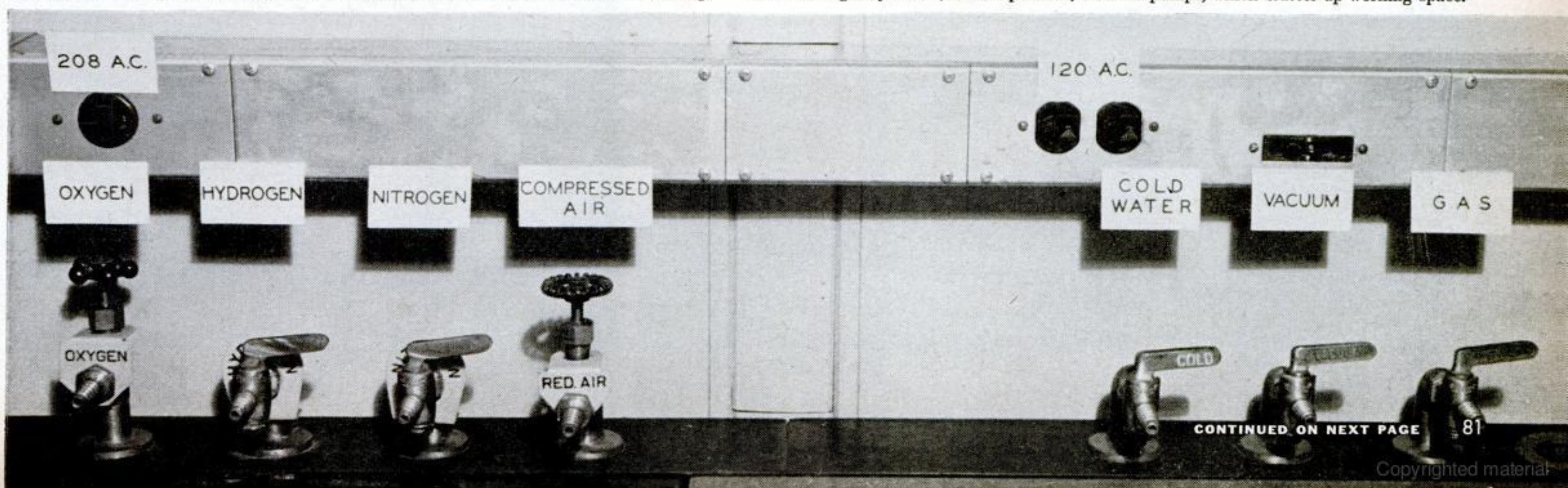
and still be easily swallowed. That is why Vimms come in three tablets per day.

When taken daily as directed, Vimms (available at any drug store) will raise the average diet up to or above the Recommended Daily Allowances for vitamins and minerals as adopted by the National Research Council.



Pipes and wires deliver everything from electric current to distilled water to the laboratory benches. They follow columns upward, then travel horizontally under the windows. Wide range of utilities makes it possible to set up any kind of laboratory anywhere in building.

Laboratory bench provides researcher with a wide selection of gases and electric currents. Total of 23 utilities are supplied from a central source at Murray Hill, thus ridding the laboratories of gas cylinders, air compressors, vacuum pumps, which clutter up working space.





RAYMOND MASSEY, distinguished star of stage and screen, has this to say about shaving cream: "Removing make-up leaves my face very tender. That's why I always use Williams Shaving Cream. Williams never stings or irritates."

ACTORS' FACES are extra sensitive

*—that's why Raymond Massey shaves
with soothing WILLIAMS*

REMOVING heavy stage make-up every day with rough towels—sometimes even with strong solvents—is enough to make anyone's skin sore and tender. It's only natural then that actors' faces are so sensitive to irritants in shaving cream.

A shaving cream can be truly gentle to the skin only when it is made of top-quality, bland ingredients, blended together in exact proportions. That's how Williams is made—with the skill and knowledge that comes from over 100 years' experience.

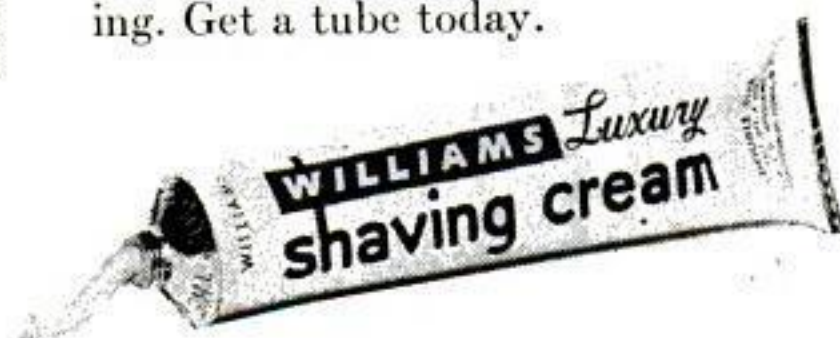


BERT LAHR'S comic talents have won him fame on the stage, the screen and radio. When it comes to shaving, he says: "Removing make-up daily leaves my face extra tender. To help avoid soreness and irritation, I use neutral, quick-lathering Williams Shaving Cream."

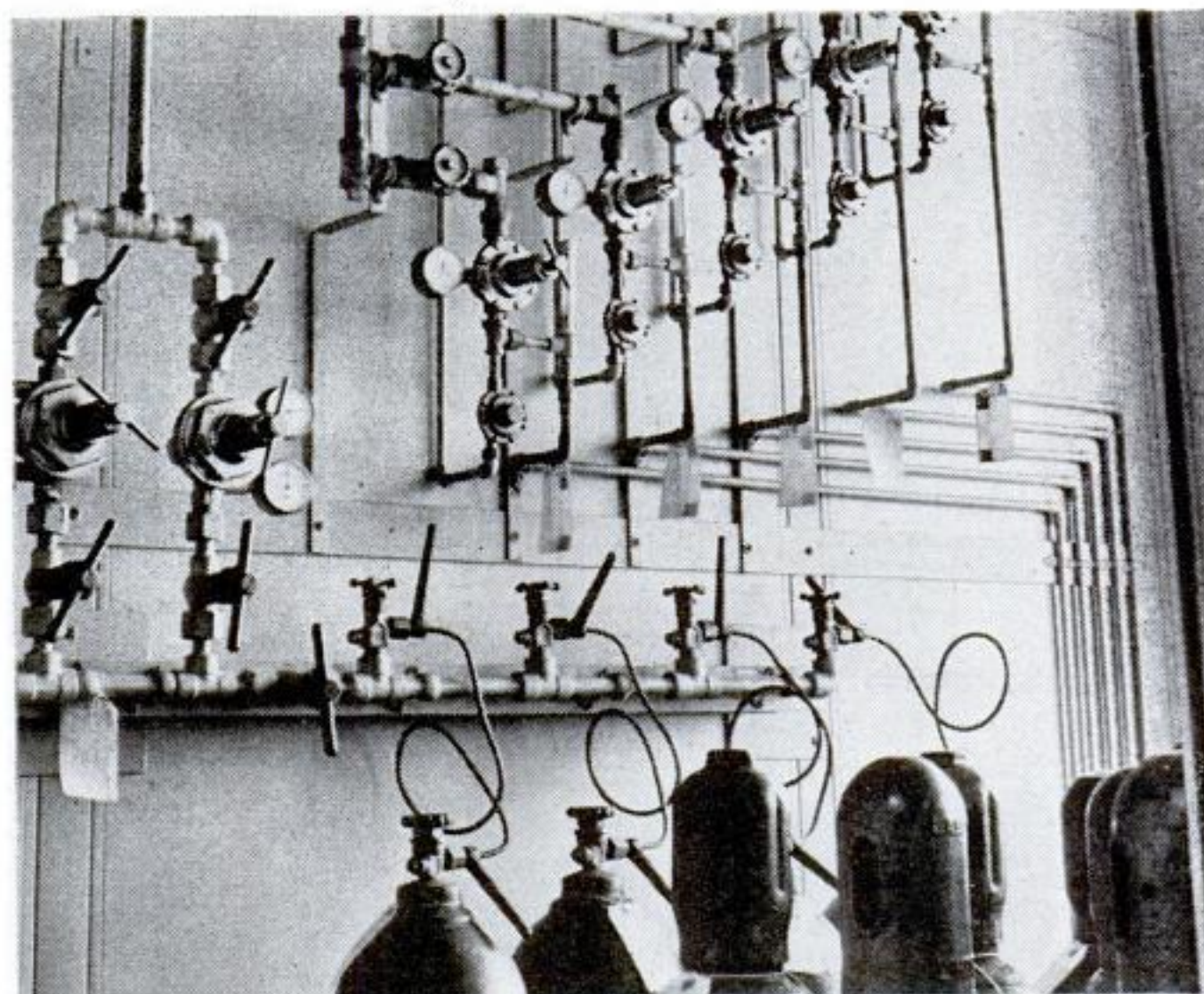
Smooth, clean shaves in comfort

Williams never stings or smarts. Instead, its creamy, "super-soaking" lather softens toughest whiskers *completely*—helps you shave quickly and easily without scrape or irritation. It leaves your face feeling refreshed . . . smoother.

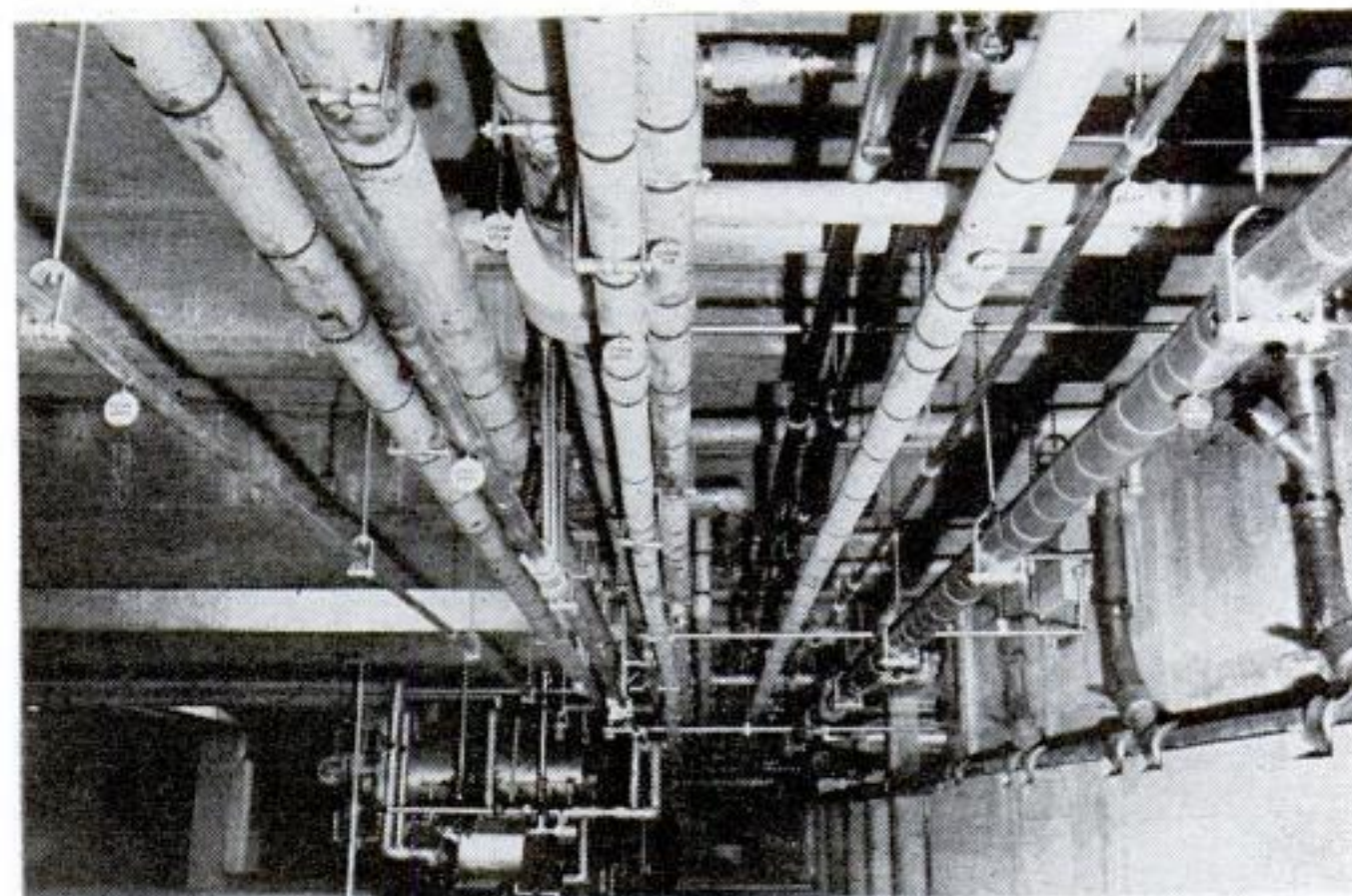
Join the well-groomed gentlemen everywhere who've discovered that there is nothing like Williams for close, smooth, comfortable shaving. Get a tube today.



Modern Laboratory (continued)



Gases are piped from steel cylinders located for safety at a central point in building. In the cellar is an elaborate exhaust-disposal plant which clears out chemical fumes.



Pipe gallery in cellar runs length of building. From here pipes and wires lead to upper floors. At six-foot intervals on wall at right are drainpipes for laboratory sinks.



High-frequency current is here applied to heating of steel rod. Central transformer plant provides variety of electric currents required in Bell Laboratories' research.

GIFT OF THE GAY NINETIES

...the Novel Thrill of the Family Auto
...the Taste Thrill of Light Whiskey



The Gift of Enjoyment is really the Gift of the Gay Nineties.

For example, the automobile and light whiskey. Both date from the dashing decade and both add to better living today. Especially the good taste that made light whiskey popular. Mr. J. G. Kinsey, the original distiller, still supervises blending of the brand that bears his name. Kinsey Distilling Corp., Linfield, Pa.

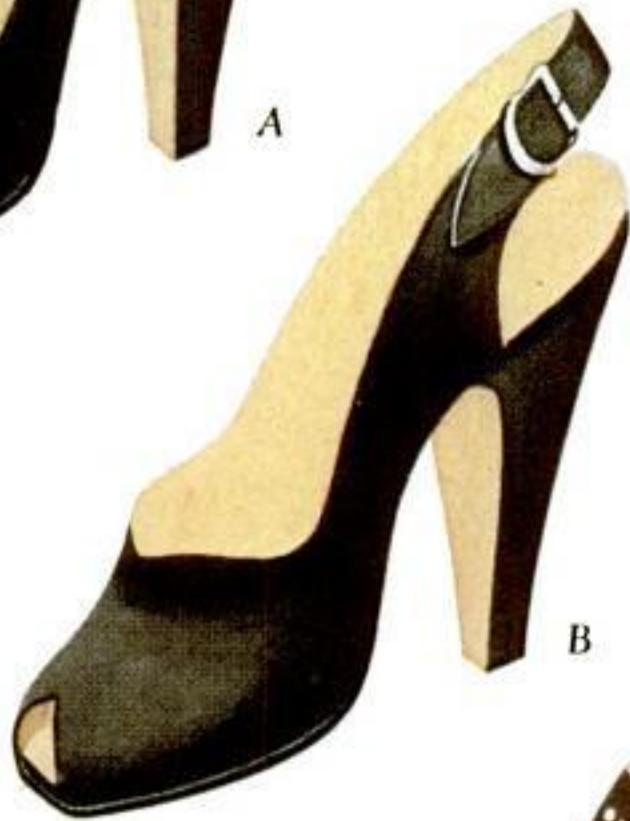
KINSEY
Blended Whiskey

ENJOY THIS DISTINGUISHED WHISKEY, SIR...NOW AS IN 1892



86.8 PROOF
65% GRAIN
NEUTRAL SPIRITS

HOLLYWOOD'S MOST CELEBRATED SIGNATURES BELONG TO PARAMOUNT STARS
 Claudette Colbert, now starring in "Practically Yours" ★ Paulette Goddard, in
 "I Love a Soldier" ★ Dorothy Lamour, in "Road to Utopia" ★ Betty Hutton, in "Incendiary Blonde"
 ★ Loretta Young, in "And Now Tomorrow" ★ Risë Stevens, in "Going My Way"
 ★ Barbara Britton, in "Till We Meet Again."



Claudette Colbert

Paulette Goddard

Dorothy Lamour

Betty Hutton

Loretta Young

Risë Stevens

Barbara Britton



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A—The MINTA B—The ROXANA C—The AVENUE D—The CHARM E—The SKI F—The GLAMOUR.



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NUNNALLY JOHNSON, A GEORGIAN, SCOFFS AT SOUTHERNERS WHO CANNOT FORGET THE CIVIL WAR. AS A SUBTLE PROTEST HE HUNG CONFEDERATE FLAG OVER FIREPLACE

NUNNALLY JOHNSON

A witty and talented Georgian
writes and produces a funny film
about the problems of fatherhood

The man shown above is Nunnally Johnson, one of the best scenarists in Hollywood. Twelve years ago Johnson gave up newspaper and magazine work in New York, borrowed train fare to Hollywood and became a screen writer. Since then he has done scripts for *The Grapes of Wrath*, *The Pied Piper*, *Holy Matrimony*, and produced several movies. Last year Johnson left 20th Century-Fox, turning down one of the best contracts ever offered a writer (\$4,500 a week, 52 weeks a year for five years, without options) to become a writer-producer for International Pictures, Inc. His first movie for that company is *Casanova Brown*, a comedy about fatherhood (see page 87).

Hollywood likes Johnson, whose Georgia background still persists in his lazy drawl. He is one of the industry's favorite wits. He replies to suggestions that *Tobacco Road* was about his kind of people by explaining: "Where I come from we call them the country-club set." Mentioning his two divorces, Johnson points out: "I always insist on custody of the mother-in-law."

Johnson's wisecracks often hide his strong convictions about movie-making. For him the writer is the most important person in movie production. A director's chief function, he once said, is to stay on the set to see that the actors don't go home too early.

Who'll help a hero home?

YOU will—if you'll just go easy on non-essential traveling.
That will leave more Pullman beds for those who really need them.
For civilians on war jobs. For soldiers going home before they go abroad.
And for soldiers *coming* home—with rainbows on their chests.

★ Buy More War Bonds and Help All Our Heroes Home ★



PULLMAN

● For more than 80 years the greatest name in passenger transportation—
now carrying out mass troop movements with *half* its fleet of sleeping cars and carrying
more passengers in the *other* half than the whole fleet carried in peacetime!

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MOVIE OF THE WEEK:

Casanova Brown

Gary Cooper plays a father who kidnaps his newborn baby

As the father of three, Nunnally Johnson realizes that although motherhood is usually sacred, fatherhood can be treated as something awfully funny. *Casanova Brown* is a witty reaffirmation of this truth. The movie concerns the embarrassing plight of a shy young college professor, played by Gary Cooper, who discovers on the eve of his second marriage that he has become a father.

Johnson wrote and produced *Casanova Brown*. Under his arrangement with International Pictures,

a company which has recently been formed by William Goetz, formerly production chief for 20th Century-Fox, and Leo Spitz, a former RKO president, Johnson will make two pictures a year. He chooses the story, cast and director. International pays the expenses and gives Johnson 49% of the gross profit of each picture he makes. At present Johnson is on 10-week leave of absence to write a movie in which Gary Cooper will be both star and producer. For this Johnson gets a flat \$125,000.



Casanova Brown (Gary Cooper), in New York to sell book about original Casanova, marries Isabel Drury (Teresa Wright) after brief courtship. Here he meets her parents.



Studying his horoscope, Mrs. Drury (Patricia Collinge, left) sees little hope for Brown. The fact that she is an antitobacconist prompts him to conceal cigaret in handkerchief.



The cigaret sets Casanova's coat on fire. He and Mr. Drury (Edmund Breon) try frantically to put it out, but it spreads from chair to drapes. Soon the whole room is ablaze.



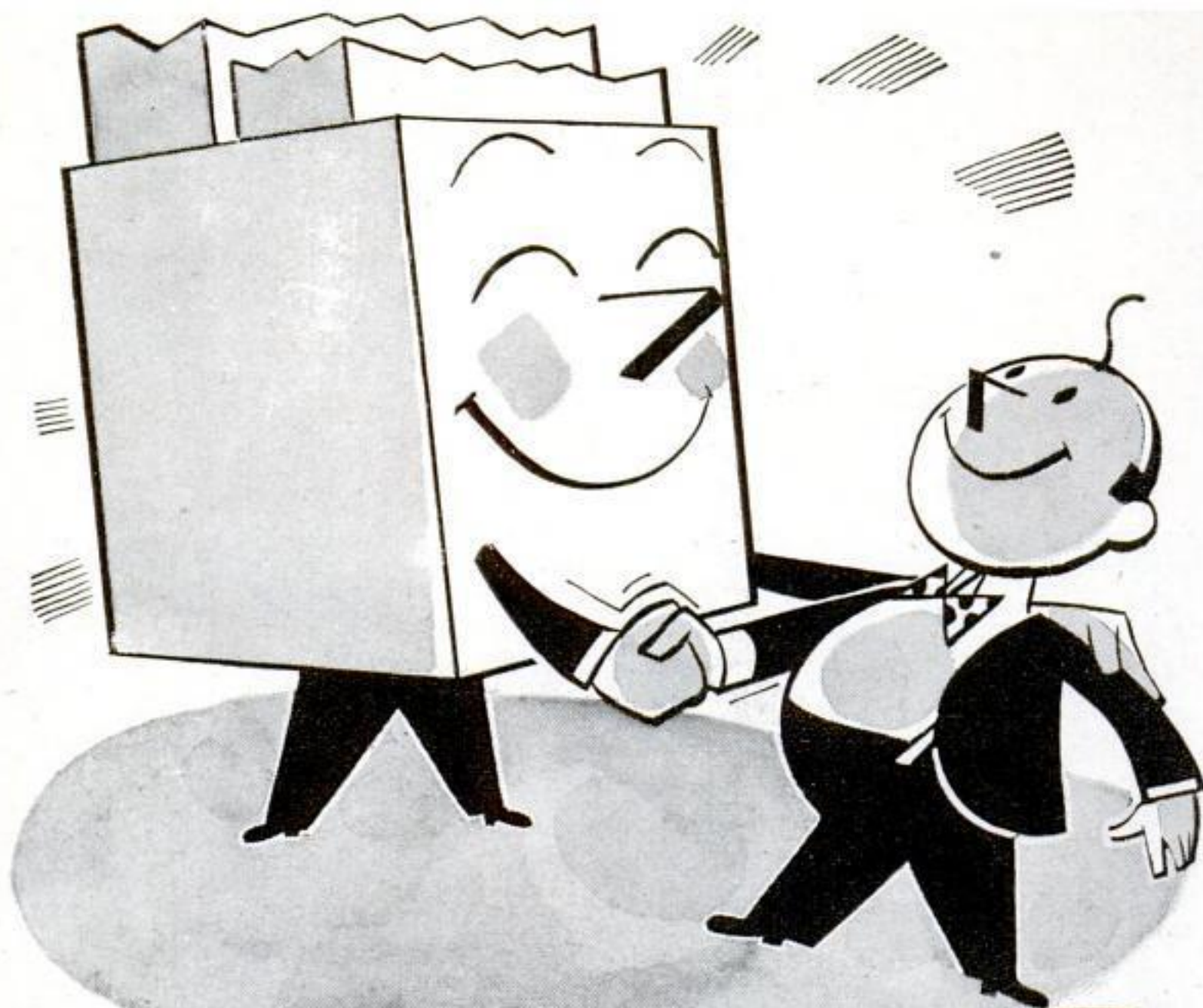
The flames get beyond control. Casanova has made a definitely bad impression and his mother-in-law is more than ever certain that his horoscope told the truth about him.



The fire department arrives to try to save the flaming Drury mansion, but it is too late. The frenzied Drurys seriously order their chauffeur to put a bullet into Casanova.



On the lawn the Drurys gaze sadly at the ruins. They decide to annul marriage. Hapless Casanova, his wife lost, his book unpublished, returns to the quiet of Rössmore, Ill.



Give your furnace a "Break"
and save fuel this winter!

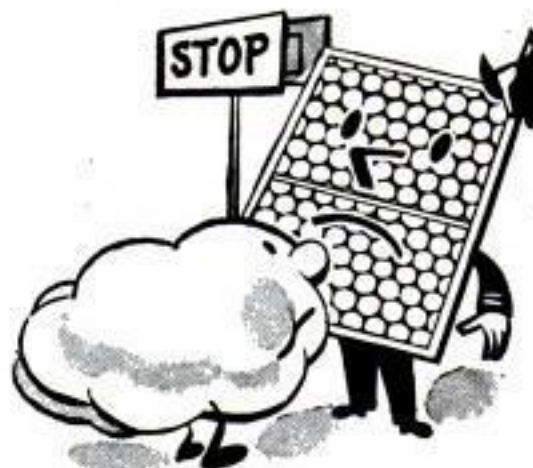


1 Your forced-warm-air furnace, as you well know, can provide plenty of clean, thrifty heat. But, to do so, it must have clean filters because...

2 These air filters, in time, become clogged with dust from the air. This retards the flow of warm air to your rooms. You're chilly. Fuel is wasted.



3 With clean filters installed, you again get lots of heat with a minimum of fuel. What's more, the filters trap excess dirt. Keep it from soiling walls, draperies, furnishings.



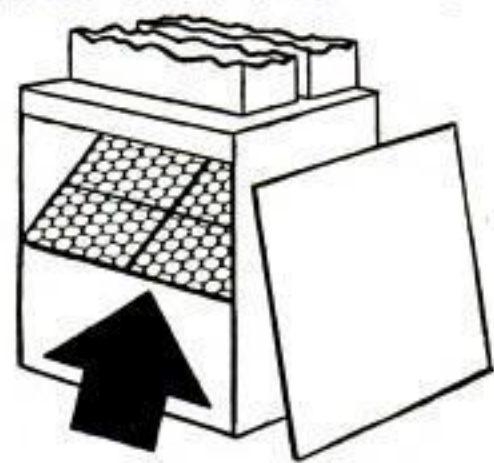
4 Start the heating season with new Dust-Stop® Air Filters! Manufacturers have chosen them as standard equipment in most forced-warm-air furnaces.



Look in the classified telephone directory for Dust-Stop dealers, or order from your local department or hardware store. Most sizes cost only \$1.50 each.

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Filters are inside the blower cabinet. Just remove the panel to replace.

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"Casanova Brown" (continued)



About to marry again after first marriage has been annulled, Casanova gets news from maternity hospital. He fidgets at the wedding rehearsal.



At hospital, where he has rushed after deserting bride-to-be, Brown sees Isabel and his newborn baby. She pretends the baby is up for adoption.



Disguised as a physician, Casanova kidnaps baby from hospital to prevent the adoption. He proceeds to set up nursery in a cheap hotel room.



Their love for the baby finally reunites Casanova and Isabel after a series of complications which includes his brief engagement to a chambermaid.



SURE AS A MARINER'S COMPASS

Through storm and fog and sleet and black of night, the pilot puts his faith in a needle—a tiny magnetic needle that fingers the way to safety.

Today faith . . . faith in the name on a label, is man's surest and truest guide to pre-war whiskey quality.

Four score and seven years ago, the House

of Seagram adopted this creed: "*Make finer whiskies—make them taste better!*"

Because Seagram's has practised this policy, sincerely and consistently since

1857, men have learned to trust it through the years. Whiskies of such rare excellence and good taste as Seagram's 7 Crown and Seagram's 5 Crown are outstanding examples of the Seagram tradition.

To be sure of America's finest whiskey in these uncertain days, you need only ask: "Is it Seagram's?"

Say **Seagram's**



and be **SURE**
of Pre-War Quality

Seagram's 5 Crown Blended Whiskey. 86.8 Proof. 60% Grain Neutral Spirits.

Seagram's 7 Crown Blended Whiskey. 86.8 Proof. 65% Grain Neutral Spirits.
Seagram-Distillers Corporation, Chrysler Building, New York.

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to
\$8⁰⁰

Some special styles
slightly higher



We haven't much patience with people who use the war as an excuse for slipshod quality. Of course, it takes a little more mental and physical elbow grease these days to keep on putting the quality in.

Take our Roblee Shoes for example. Certainly the footwear we make for the Services gets first pick. And rightly so. That means we may have to hunt a little farther for good leathers for you men back home. Work

harder to keep linings up to snuff. Put in longer hours of shoemaking vigilance. But our hearts keep on saying, "***Roblee is a proud shoe name—keep its banner high.***"

You American men can make or break a product. We're building now so, when this war is over, you can say, "Roblee kept a good name good."

The Makers of Roblee

ROBLEE DIVISION
BROWN SHOE COMPANY, ST. LOUIS

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"MY OLD KENTUCKY HOME" IS FEDERAL HILL, NEAR BARDSTOWN. STEPHEN FOSTER WROTE THE SONG WHILE VISITING HIS COUSIN HERE IN 1852

KENTUCKY: BORDER STATE

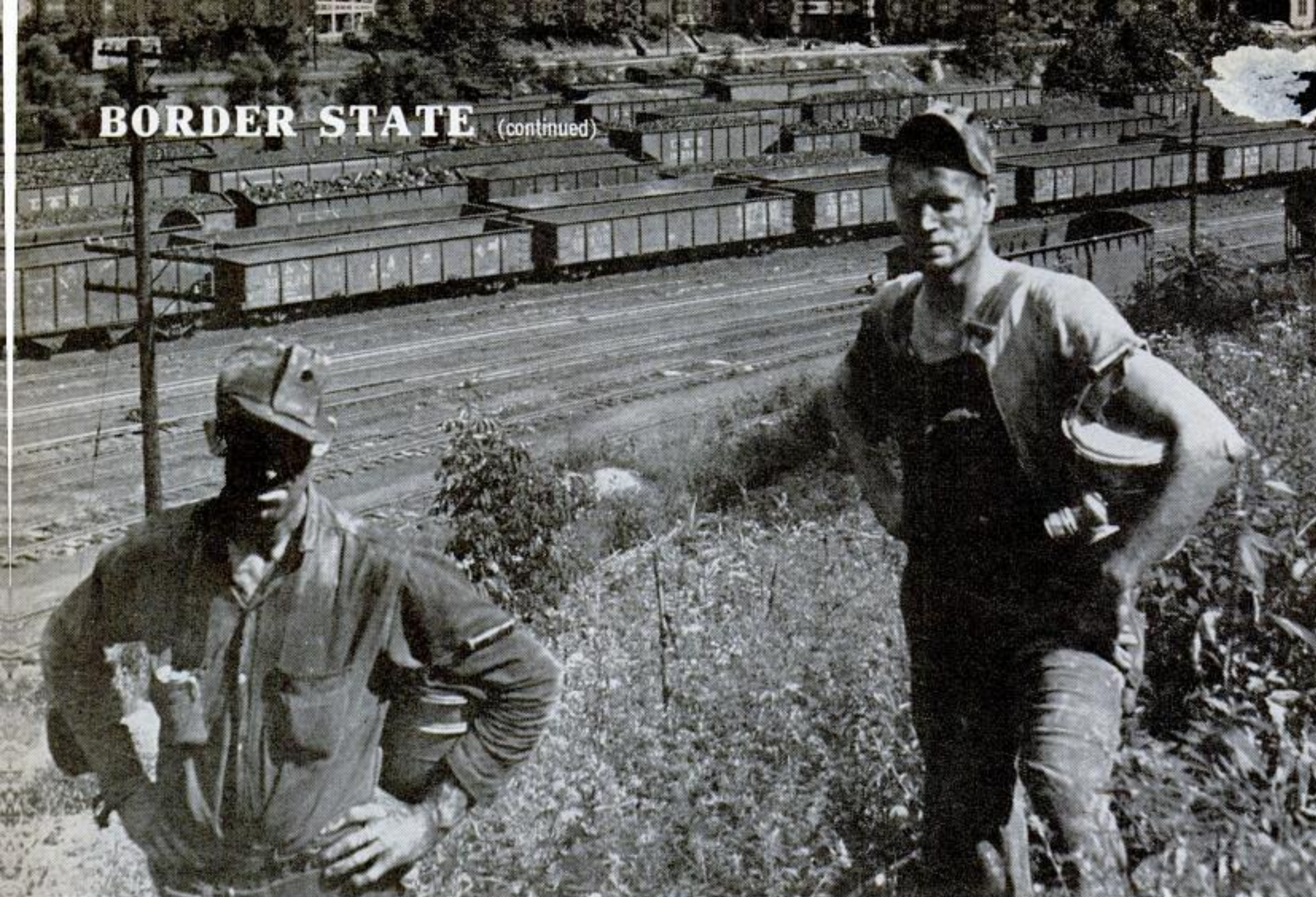
ONCE AGAIN ITS POLITICS GROW TURBULENT

Kentucky is the arch border state, where the sectional feelings of South, North, Eastern seaboard and Midwest all meet and boil together. In the Civil War Kentucky was pro-Union but proslavery and Kentuckians fought on both sides. Lincoln and Jefferson Davis were both born in Kentucky and both migrated to other states. If Davis had moved to Illinois and Lincoln to Mississippi instead of the other way around, U.S. history might have been very different.

Kentucky's politics are still turbulent and mixed up. Like the South, Kentucky has been normally Democratic since Reconstruction. But unlike the South it has a real two-party system, a Republican governor and a large and effective Negro

vote. The polls give Roosevelt an edge in Kentucky today but the state is so contrary that anything may happen. There are lifelong Republicans in the Cumberland mountains who will vote for Roosevelt and lifelong Democrats in the Bluegrass who will vote for Dewey. Dewey picked Louisville for one of his most important campaign speeches. Democrats are split between Roosevelt men and the diminishing followers of Senator "Happy" Chandler who is not even supporting his colleague "Dear Alben" Barkley for re-election to the Senate. There are also other splits, some old, some new. Kentucky's 11 electoral votes will not decide the election, but the Kentucky voting mood may well forecast that of the nation.

BORDER STATE (continued)



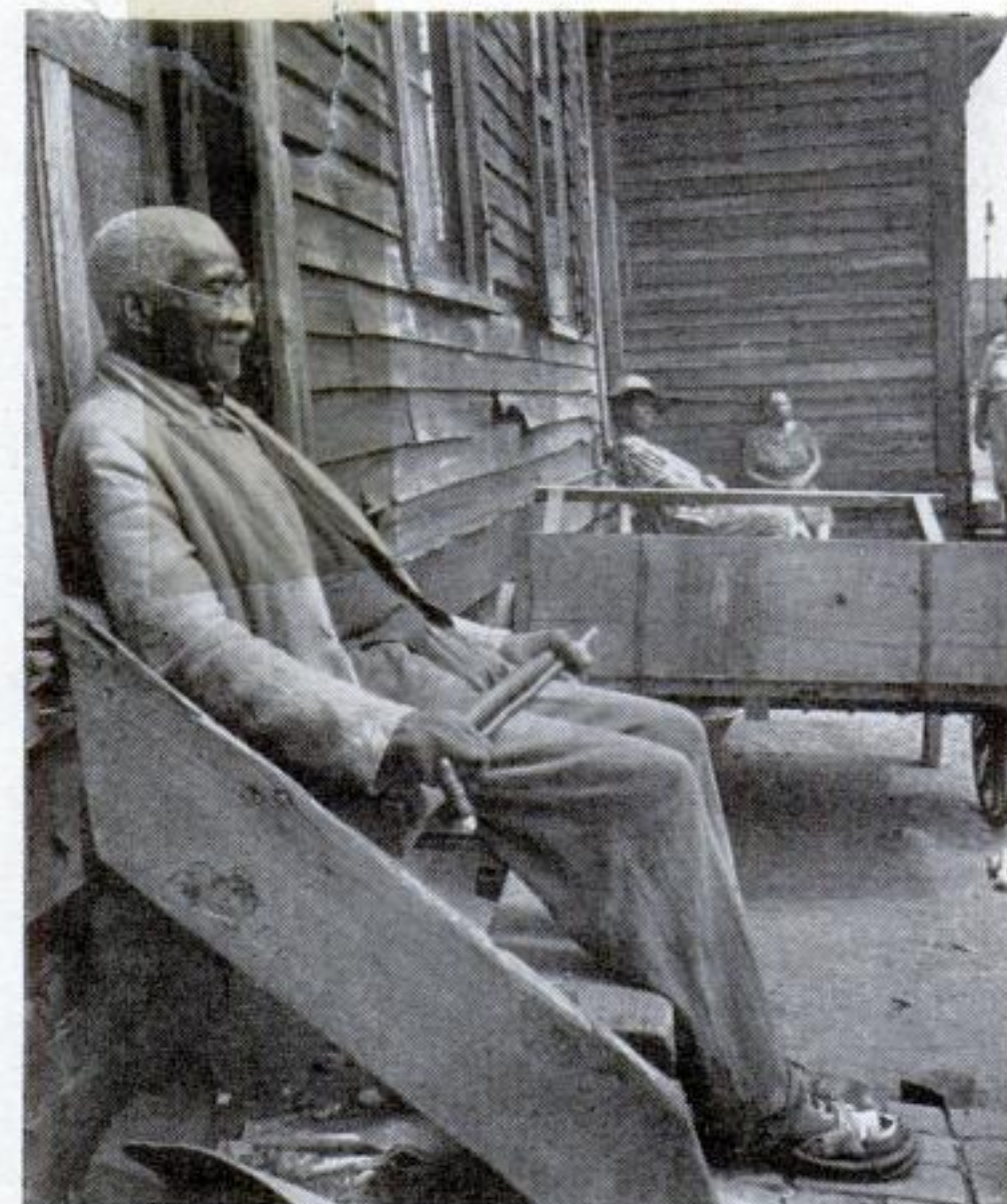
THE COAL MINES are worked by mountain dwellers whose ancestors followed Daniel Boone from Virginia and North Carolina through the Cumberland Gap. Above, Miners

Bryant Ferrell and Jay Gilley of Hazard in Perry County stand near L & N coal trains. Unlike their boss John L. Lewis, these men are for Roosevelt. "Everyone we know is."



"RUBBERTOWN," a group of synthetic plants outside Louisville, is a new industry which Kentucky expects to keep going after the war. Plants make Neoprene, Koro-

seal, Buna S. Below, a field of burley tobacco in rich Bluegrass. It belongs to Oscar Penn, a Republican, who dislikes crop restriction. His crop (70 acres) is worth about \$50,000.



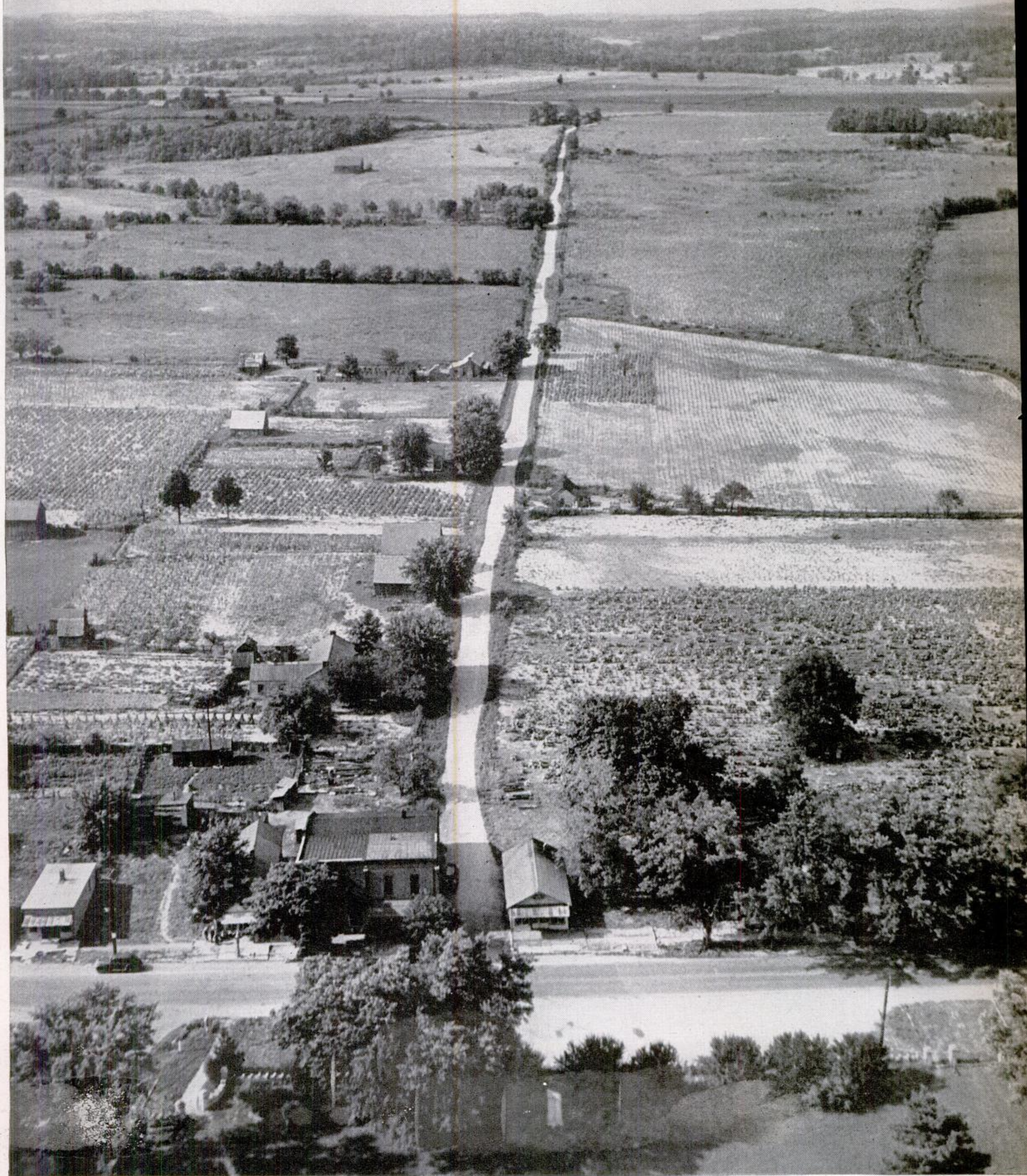
JESSE WILSTER SUNS HIMSELF IN LOUISVILLE

ITS GEOGRAPHY VARIES ITS VOTE

Kentucky, said Paducah's Irvin S. Cobb, is "shaped like a camel sitting down." It is also split by more miles of river (17,000) than any other state. They were the seaboard colonists' first gateways to the American West. Kentucky's geography helps explain its politics. The eastern mountains are coal-mining country, traditionally Republican. The central Bluegrass upland around Lexington, where America's best horses come from, is rich farm country, politically variable like the Midwest. Southern Kentucky and the Jackson Purchase west of the Tennessee are mostly tobacco country. They have a dense Negro population and are as Democratic as the Deep South. In addition there is Louisville, a big industrial city, Northern in most outward respects, but Southern in ancestry, accent and sense of proportion. Its traditional industry is whisky, but this has lost importance alongside its new synthetic-rubber industry. Louisville has one of the country's great newspapers in the *Courier-Journal*, whose late, famed editor "Marse Henry" Watterson made Kentucky headquarters of the "new South" and won Kentucky Negroes the vote. In 1942 they voted Republican.



MOUNTAIN FARMERS, the Bolins, think war will end when God wills, but Roosevelt better finish it. "We don't know Roosevelt or Dewey and we're kinda afraid to change."



SOUTHERN KENTUCKY, called "the Pennyroyal" after its wild mint, rolls away into Tennessee and the Deep South, of which it is politically a part. The Jefferson Davis monument

(see following page) overlooks this hamlet of Fairview and a field of tobacco, partly ruined by drought. Like Southerners, far too many Kentucky farmers depend on a single cash crop.

BORDER STATE (continued)



LINCOLN'S BIRTHPLACE is near Hodgenville, seat of Larue County. This statue stands in the courthouse square where farmers sit chewing tobacco.



JEFFERSON DAVIS was born where this 351-ft. monument stands near Fairview, only 100 miles from Lincoln's log cabin. Farmers around here were raised as Democrats and still are.



GOVERNOR GOEBEL, Democrat, was assassinated in 1900 in Kentucky's bitterest party feud. Goebel's murder superseded all normal political issues in Kentucky for many years afterward.

IT WAS BIRTHPLACE OF "THE AMERICAN SYSTEM"

In Revolutionary times Kentucky was "the West," a wild "county" of Virginia. Its chief explorer was Daniel Boone, a brave and semiliterate woodsman who claimed thousands of acres of land but lost them all through faulty titles, moved farther west to Missouri and died broke. Toward the end of his life a painter who sought him out to make a portrait found that "the nearer I got to his dwelling the less was known of him." He was buried in a cherrywood coffin which he had for years kept under his bed. But his biographers, helped along by some stanzas of Lord Byron (in *Don Juan*), rapidly made his name the almost legendary symbol of the frontiersmen who made America a great nation.

A different kind of Kentucky pioneer was Henry Clay, the magnetic Whig poli-

ASHLAND was Clay's home in Lexington from 1797 until his death in 1852 and is still a private residence. Tall, eloquent, friendly, Clay was worshipped by Kentuckians all his life. A U. S. senator at 29, three times Speaker of the House and Secretary of State under John

Adams, he helped postpone the Civil War and formulate the Monroe Doctrine. More than any other 19th Century U. S. statesman, he is a hero to Latin Americans, for he supported their revolutions and urged the U. S. to attend the first Pan-American Conference (1826). tician who barely missed the presidency five times, most narrowly in 1844. His chief was Andrew Jackson. Clay was the father of a national economic policy of protective tariffs and public works known as "The American System" (in contrast with the 19th Century British system of free trade). Many subsequent federal economic promotions, from Lincoln's Homestead Act to George Norris' TVA, stem directly or indirectly from Clay's ideas. If alive today, Clay would probably fight to protect Louisville's synthetic-rubber plants (*see p. 92*) against competition from foreign natural rubber. He had a genius for compromising sectional differences in a framework of national expansion. Kentucky, a sectional crossroads in the days of Henry Clay, was ideal soil for developing that kind of important political talent. It still is.

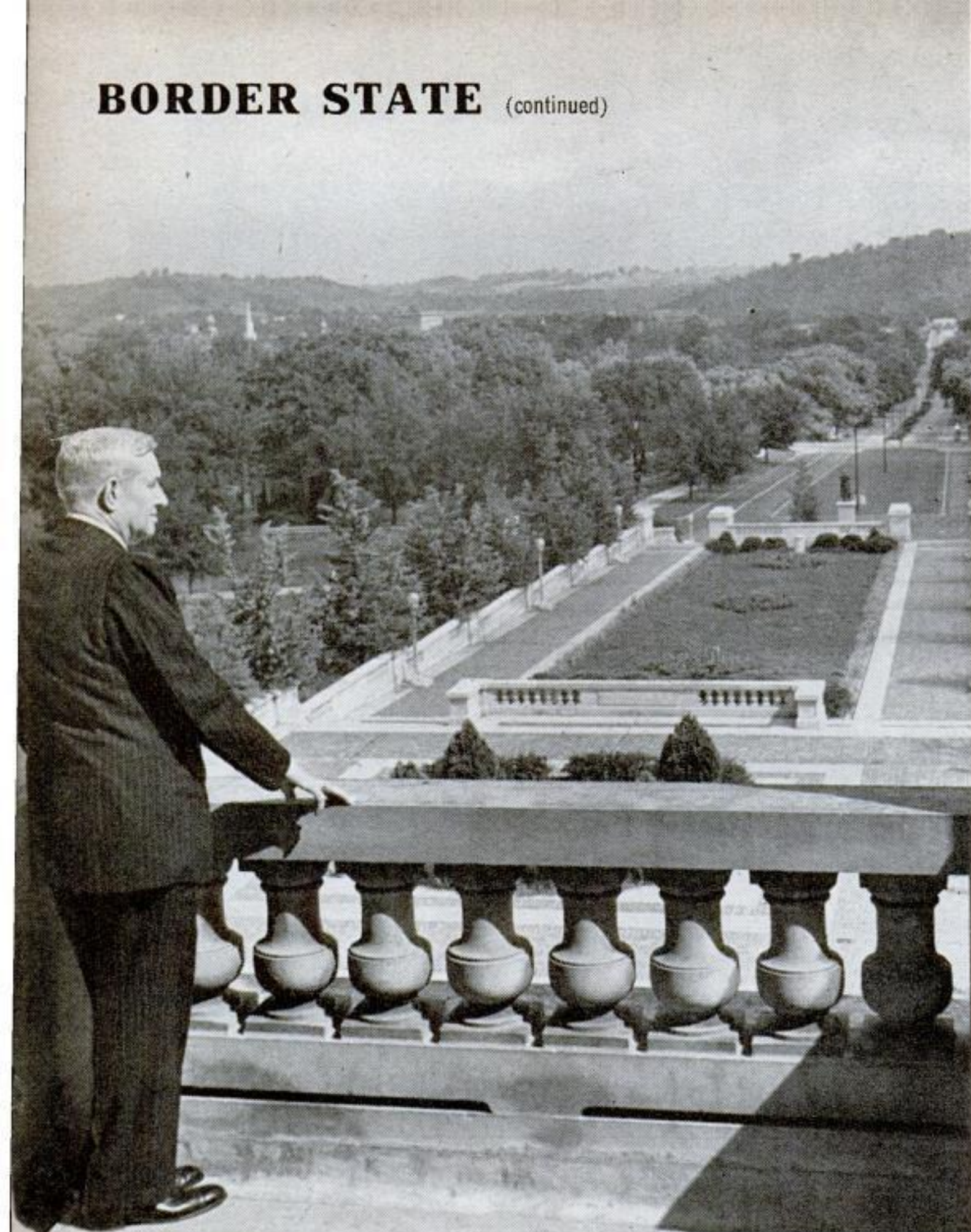
Quincy Adams, he helped postpone the Civil War and formulate the Monroe Doctrine. More than any other 19th Century U. S. statesman, he is a hero to Latin Americans, for he supported their revolutions and urged the U. S. to attend the first Pan-American Conference (1826).



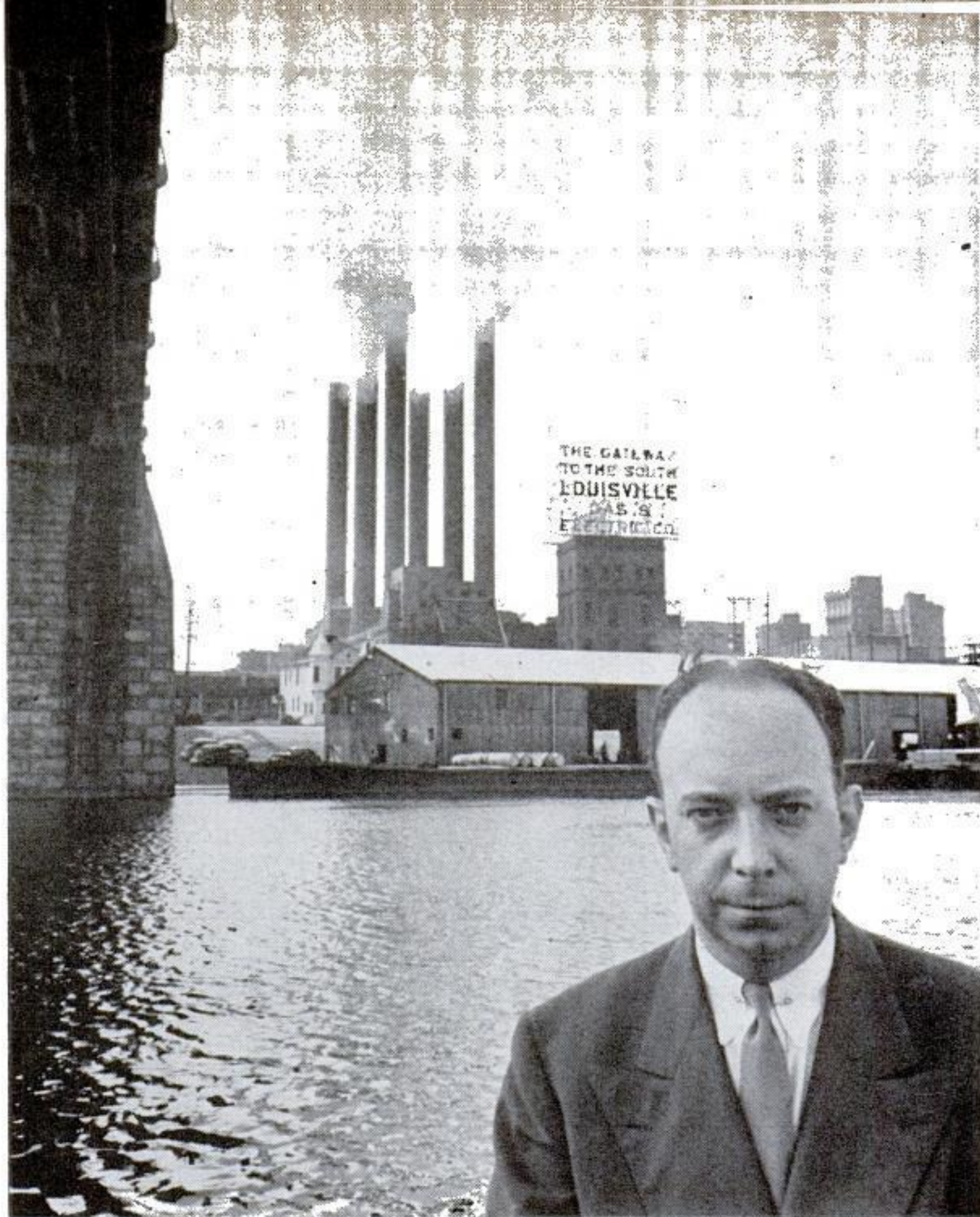


DANIEL BOONE and wife Rebecca sleep here on bluffs across from state capitol at Frankfort. Memorial is of Boonesboro limestone. Boone died at 86, poor and forgotten, in Missouri.

Kentucky recovered his remains in 1845 and now celebrates Boone Day every June 7. Missouri tried to get Boone's body back in 1937, but Governor (now Senator) Chandler refused.



SIMEON WILLIS is Kentucky's first Republican governor since 1929 and sixth in the history of the state. His victory in 1943 followed a "throw-the-rascals-out" campaign.



THE MAYOR OF LOUISVILLE is Wilson Wyatt, successful lawyer and Democrat. Behind him is a power plant of Louisville Gas & Electric, which was formerly his client and is now his foe.

ELDER STATESMAN BARKLEY FACES RE-ELECTION

Kentucky Democrats have often feuded with each other as well as with Republicans. The Goebel assassination topped off the most violent feud. In the 1899 gubernatorial election the Democrats were split in two, the Populists added a candidate, the Republican candidate squeaked in and was inaugurated. Friends of Candidate William Goebel (*see p. 94*) then threw the election into the legislature, which was Democratic. Just before the legislature declared him elected, Goebel was shot on the Old Capitol steps. For years the chief Republican issue was "They stole our election"; the Democratic, "They killed our governor."

Kentucky has gone Republican in national elections only three times: 1896, 1924 and 1928. But Democrats admit that if Roosevelt carries Kentucky, his majority, previously more than 100,000, will be only 50,000 this year. Kentucky's dissatisfac-

tion with Roosevelt had a big echo in Washington last winter. Senator Alben Barkley, Democratic majority leader and an old Roosevelt wheel horse, resigned in a huff (temporarily) over Roosevelt's highhandedness with Congress. This independent gesture helped Barkley in Kentucky where he faces re-election in November.

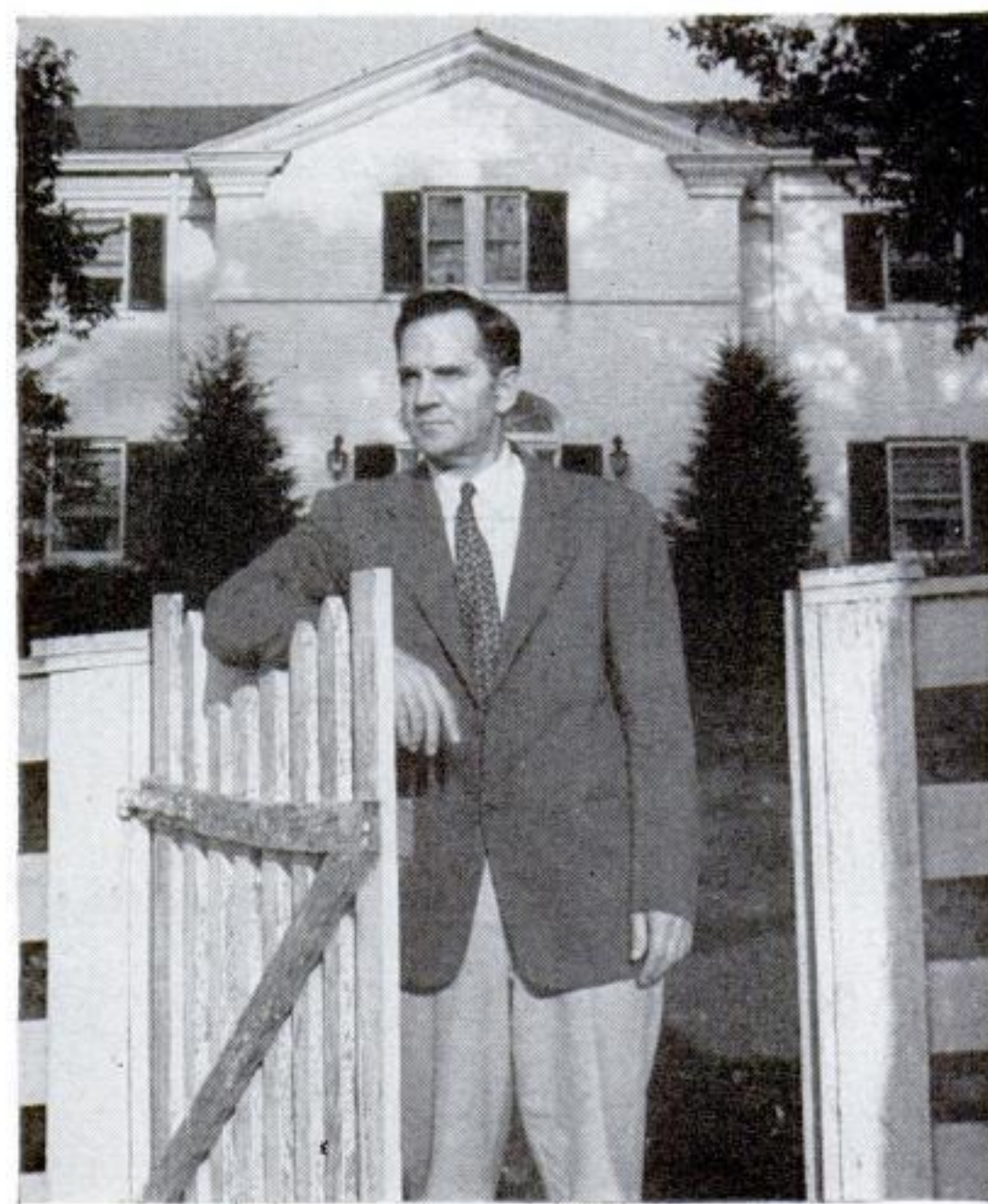
Barkley comes from Paducah, right across the Ohio River from Illinois, and thinks of himself as a Midwesterner. This year his support of Roosevelt is semi-independent. Barkley recently told an audience in Louisville that he would oppose a fourth term if it weren't for the war. But if it weren't for the Roosevelt name, the Kentucky Democrats—Midwestern, Southern, Northern, Negro, labor and "Happy" Chandler—might be just as split as they were in Governor Goebel's time. In that respect as in so many others, Kentucky's politics are very much like the nation's.



CECIL MILBURN, small farmer of Perryville, expects "some sort of subsidy" to offset drought.



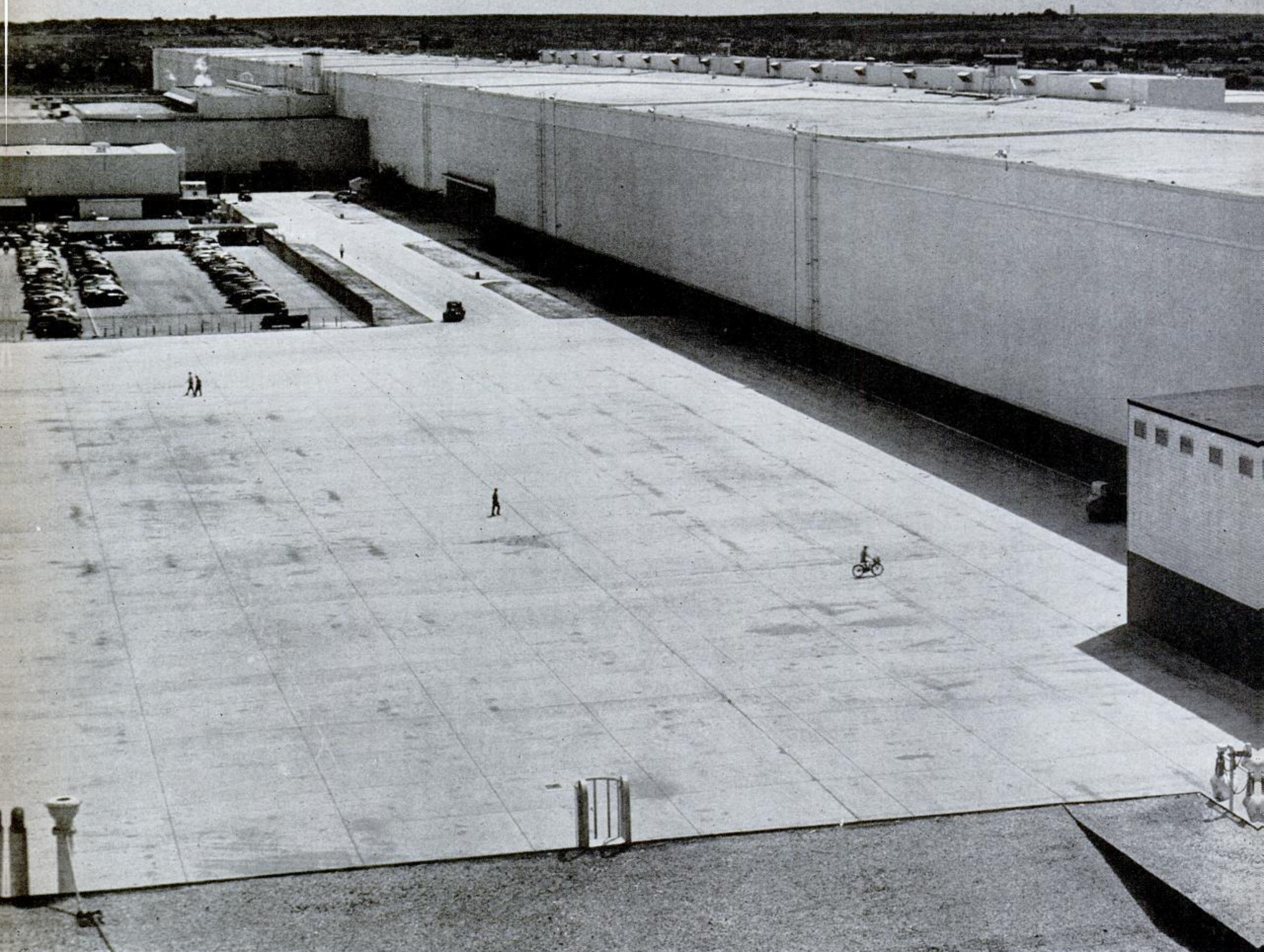
HARLAN COUNTY officials, mostly Republicans until 1928, are half Democrats. Harlan elections have been notoriously rough.



BARKLEY'S OPPONENT is James Park, Lexington lawyer, gentleman farmer. He is Southern-minded though a Republican.



SENATOR BARKLEY DRINKS FROM HIS WELL



THIS IS A PICTURE OF A POSSIBLE WHITE ELEPHANT. CONSOLIDATED VULTEE'S FORT WORTH PLANT HAS 2,000,000 SQUARE FEET OF FLOOR SPACE, IS AIR-CONDITIONED, HAS EVERY

RECONVERSION

WHAT HAS BEEN DONE, WHO HAS BEEN FIGHTING WHOM AND WHY, AND WHERE DO WE GO FROM HERE?

by ROBERT COUGHLAN

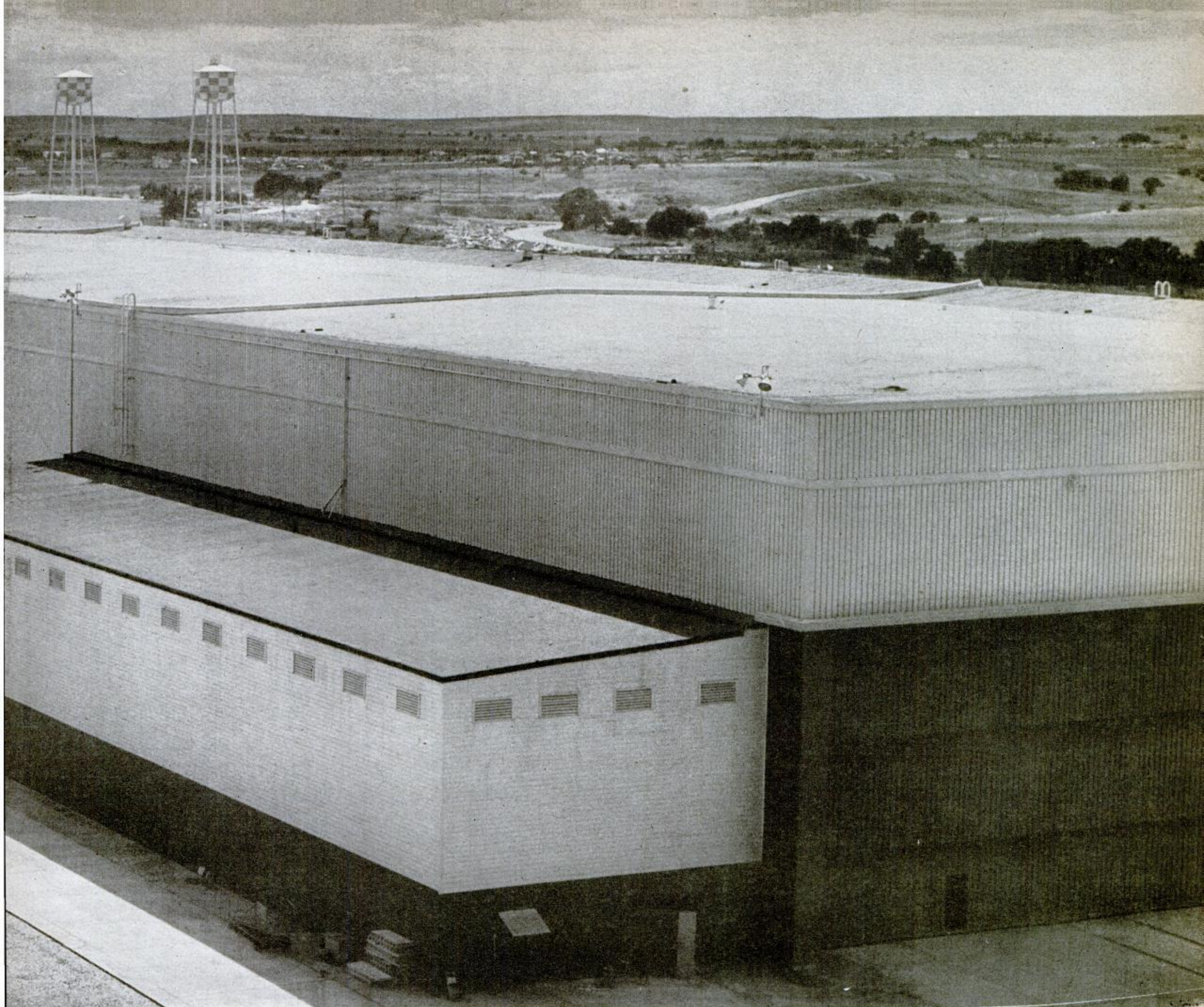
Washington has been a war capital for so long that it has adopted the military idiom, and small legislative disputes are apt to turn up in the press as "battles." This has filled the voters with ennui. But even the most battle-shocked citizen must have sensed that the uproar recently going on in the Capitol represents something out of the ordinary. He has read about the feud between the Donald Nelsonites and the Charles Wilsonites in the War Production Board; about a violent disagreement between the WPB and the Army; about alleged surpluses of military goods and weapons which the Army denies exist; about two WPB statisticians who contradicted the Army and resigned because their report was withdrawn; about the Kilgore-Murray Bill, which the conservatives say was designed to discredit our form of government and prepare the revolution; about the "exile" of Mr. Nelson to China, to remove him from the scene of his alleged connivings, which was followed by an unprecedented statement from the White House saying that nothing could be further from the President's mind than exiling Mr. Nelson,

which, in turn, was followed by Charles Wilson's dramatic resignation as executive vice chairman of WPB.

The citizen must have perceived that here is no run-of-mill Washington battle. But he could be excused for being a little confused. There is much smoke and fire, but who is winning—and who *should* win? It has something to do with "reconversion," a new, mystic and doubtless very important word. But what the hell is it all about?

Reconversion is everything implied in the term "economic demobilization." It is how to get back to where we were in 1939—except, it is hoped, with full employment and a much higher national income. In its broadest aspects it involves four big items:

1. *Human demobilization* or, how to unscramble the national omelet. The war has caused huge population shifts. When shipyards, shell-loading plants, aircraft factories, etc. shut down, millions of people will be stranded without work. What to do about them and about the millions of soldiers who will be



FACILITY FOR SUPEREFFICIENT MASS PRODUCTION. BUT NOBODY KNOWS WHAT USE CAN BE MADE OF IT AFTER THE WAR, OR OF THE EVEN BIGGER PLANTS SHOWN ON NEXT PAGES

coming home looking for jobs? There must be enough jobs; they must be available quickly; and they must be of the sort that offer a long-range opportunity to earn a decent living. Everything else in reconversion is—or should be—keyed to this aim.

2. *Contract termination* or, how to stop doing business with the government, which is not so easy as it might seem. On the day the war ends, war contractors will have war goods on hand and on order in all stages, from raw inventories to finished products. How much is it all worth? Until it is moved out and paid for, the contractor can't begin to make peacetime goods.

3. *Peeling off priorities* or, how to unwind the WPB. In gearing up for war, the WPB issued two kinds of orders: "stop" orders and "limitation" orders. The first kind forbade the making of certain kinds of civilian goods altogether. The second kind forbade the use of certain materials for any purpose not connected with the war. These were fortified with thousands of specific regulations and many "Plans." Obviously they must be revoked, else the former war contractor would be left in a vacuum. But how soon? In what sequence?

4. *Surplus disposal* or, how to absorb the assets we have created. By building more than 15 billion dollars' worth of new plants, we have increased our productive capacity by at least a third. But, because of failures in our system of distribution and consumption, we had "excess" plant capacity even before the war, and this was a burden on profits and employment. Assuming that we want to try to make use of the new plants, who should be allowed to buy them and for how much? Also, when the military forces are demobilized, what of all the useful items that will be left over—everything from wool blankets to Spam? Through whom, to whom, for how much and how soon should the government dispose of them?

These are the basic, interrelated elements of the reconversion problem. The

great arguments recently going on in Washington have involved items 1, 3 and 4. There is a good deal to be learned by examining them.

The most important argument revolves around item 3—peeling off priorities. It is the most important because it has a bearing on the immediate business at hand—how to win the war as fast as possible. It boils down to this: is it wiser to make sure that the Army has everything it needs to finish the job, even though this delays reconversion; or is it better to get well started on reconversion now, even though it might require cutting back military production further than the military leaders think wise? The choice is between two dangers. Any factor that might delay the entry of U. S. troops into Berlin means lost lives, lost wealth and perhaps lost political opportunities of the greatest importance. Yet, if the collapse of Germany finds us with reconversion barely begun, the shock of suddenly lopping off 40% of war production (an estimated 60% will continue until the end of the Japanese war) might be enough to cripple our economic system and perhaps our political system.

It would seem a difficult and obscure choice. But when the real facts are known the right decision becomes fairly plain. The real facts were brought out a few weeks ago after two WPB statisticians, Victor Bassie and Irving Kaplan, filed a report in which they estimated that the Army had surpluses of most war materials. Since they could not know the Army's strategic plans they obviously didn't know what they were talking about. Nevertheless when Stacy May, chief WPB statistician, withdrew their report after finding it inaccurate, they resigned and made a public hullabaloo, saying they wanted "academic freedom." To refute them General Lucius Clay, director of matériel for the Army Service Forces, had to testify to specific examples of how shortages had interfered with military planning—how, for instance, one theater commander's request for 100 tanks had to be turned down and a



LARGEST AIRCRAFT-ENGINE PLANT IN THE WORLD, THE DODGE FACTORY NEAR CHICAGO INCLUDES 19 BUILDINGS SCATTERED OVER AN AREA OF 500 ACRES. ITS 50 MILES OF GAS AND

RECONVERSION (continued)

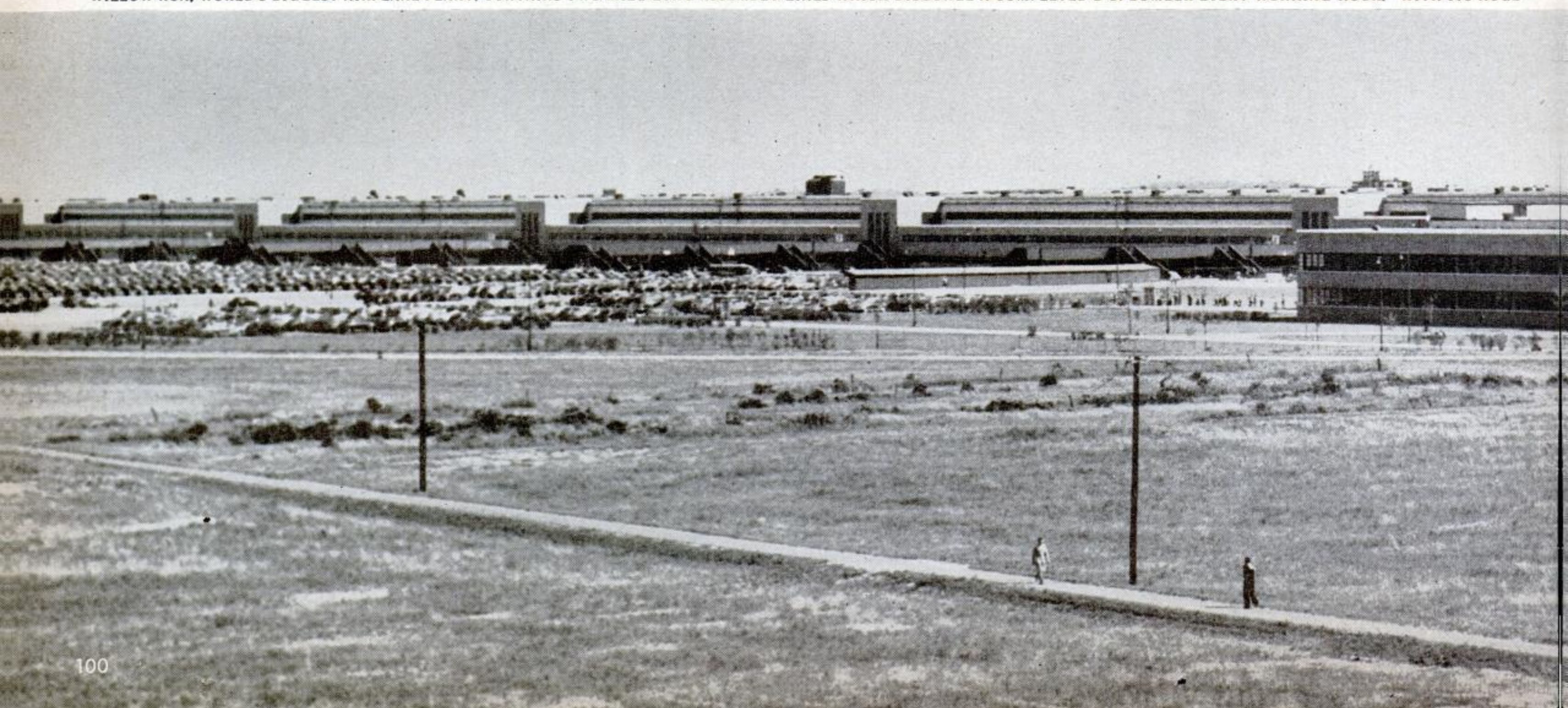
British request for 1,000 one-ton bombs was rejected with the comment that the U. S. air forces itself was short of such bombs. It might be added that operations in Europe were delayed because the Army needed more of a certain kind of ammunition, and that the final plans had to be redrawn because of an insufficient supply of another ordnance item.

It is true, of course, that the Army does have surpluses of a good many items. The Nelson faction in WPB, which hoped to start reconversion early, could argue that by cutting back or ending the production programs for these items, plenty of manpower would be released—enough not only to expand production of the needed military items but to get reconversion well started. In this they were correct, although it is also true that "surpluses" have sometimes turned into shortages when tactical thinking is upset, as it was at Cassino. Their logic breaks down, however, on the orneriness of human nature. The American people seem to have pretty generally decided that the war is won, their patriotic duty is done and that the time has come to get established in some congenial line of work for the years ahead. A few weeks ago in LIFE's Reports, LIFE correspondents told how, despite the War Manpower Commission's theoretical powers to control desertions, war workers all over the country are shifting to jobs with a peacetime future. If the job opportunities were greater, as they would be if reconversion were advanced, it is reasonable to suppose the desertions would be greater. Thus the only way to make sure that the Army gets what it needs is for it to insist that the war-production program be kept geared up with only enough cutbacks on surplus items to release the 200,000 or so workers needed for critical war goods, and that large-scale reconversion be delayed.

With this background the citizen can look back a few weeks and make sense of the great row in WPB. In brief, its history was this: early in the summer Donald Nelson prepared four reconversion orders. The first three were innocuous, releasing aluminum and magnesium for certain peacetime products and allowing companies to buy certain kinds of machine tools freely and to build experimental postwar models. But the fourth order was loaded. To plants whose war contracts had run out and who were not to receive new ones, in areas where there was no manpower shortage, it gave permission to start making any of 79 consumer items: vacuum cleaners, electric irons, pots and pans, bedsprings, juice extractors, bicycles and most of the other wonderful, useful things that one used to be able to find in department stores. The Army was dismayed; so was Charles Wilson, the No. 2 man in WPB, and so was a majority of WPB's other officials. Nelson's fourth order was scheduled to be released on July 1, less than four weeks after the invasion. Wilson and Under Secretary of War Robert Patterson managed to have it deferred for six weeks. And before that time was up James F. Byrnes, head of the Office of War Mobilization, the coordination center for all the government agencies, directed that while the Nelson order could go through on Aug. 15, no plant could actually begin making any of the 79 items without permission from the War Manpower Commission. The commission was, of course, aligned with the Army in the dispute. Though the result looked like a compromise, it was an Army-Wilson victory and the implementation of Nelson's order was, in effect, left to the Army's discretion.

But as head of WPB, Nelson was in a position to exert continuing pressure. He in turn was under pressure by the labor groups who were his chief allies, since labor and the political Left Wing feared the unemployment dangers inherent in late reconversion. Therefore President Roosevelt (who had been

WILLOW RUN, WORLD'S BIGGEST AIRPLANE PLANT, CONTAINS TWO MILE-LONG ASSEMBLY LINES WHICH DISGORGE A COMPLETED B-24 BOMBER EVERY WORKING HOUR. WITH ITS HUGE





WATER MAINS AND 100 MILES OF SEWERS COULD SERVICE A MODERN CITY OF 100,000. TOTAL FLOOR SPACE IS EVEN BIGGER THAN THAT OF WAR DEPARTMENT'S PENTAGON BUILDING

trying to make up his mind for at least 18 months to fire Nelson) decided to remove him from the scene by sending him to China on an official mission. Nelson at first was agreeable; but when he discovered that he was to be gone several months instead of a few weeks, and that Wilson would head WPB during all that time, he realized that he and his program were being kicked into the ash can. Accordingly his assistants spread the word that he would resign.

The straw that broke Wilson

But this is an election year. Nelson's side of the argument is a popular one, since everyone yearns for the return of the 79 items. Moreover, Nelson's public relations, if not his official relations, had been good. The people trusted his judgment. If he resigned and turned up on the antiadministration side during the campaign he could cause a good deal of political damage. So the President backed water and assured him that he would be back home in a month. Whereupon, in as dramatic a gesture as Washington has seen since the war began, Charles Wilson resigned.

Wilson is a patient man, and furthermore he had just defeated Nelson's plan by means of the Byrnes directive. It was not, therefore, any frustration over a matter of policy that made him quit when he did. It was simply a matter of the final straw. For months, long before the reconversion fight began, he and Nelson had disagreed on many matters of WPB policy and procedure. On Nelson's part, or at any rate on the part of his assistants whom he did nothing to hinder, the disagreement degenerated into personal attack. A convenient form for this was to say that Wilson was holding back reconversion so that the old ogre, "big business," would profit. On circumstantial

evidence quite a case could be made for this, since a) Wilson had been president of General Electric, one of the biggest big businesses, and b) most big manufacturing companies are still deeply involved in war work and will be until after the defeat of Germany. A great many small companies have, however, finished or are about to finish their war contracts and are in a position to start making other things, thus getting a head start on the big ones. By the time the latter could reconvert they might find dozens of new, small competitors scrounging around in their old markets, which would be good for the economic system but bad for the big companies. The only answer to this charge against Wilson is that it isn't so, as anyone familiar with Wilson or his standard of ethics can testify.

Nevertheless Wilson was constantly under personal attack. He was tagged as being "against reconversion," an asinine idea on its face, made doubly so by the fact that he had worked out a complete, detailed plan (which gathered dust on Nelson's desk) for unwinding WPB's restrictions when the military situation permitted. The President, as usual, gave him lavish encouragement but only fitful support and failed either to take a definite stand in the dispute or to force a showdown among the warring officials. At last, when the President let him down with a great, public thump by reneging on the length of Nelson's China trip, Wilson felt that it was time to go home.

By the direct accusations in his letter of resignation, however, Wilson probably has won the final round, too. Nelson's standing among other leaders in the government was very seriously damaged and it is expected that when he comes back from China there will be a move to kick him upstairs to some supernumerary position. The chairmanship of WPB probably will stay with Julius "Cap" Krug, who was recalled from the Navy to be interim chairman. Before he left WPB to join the Navy as a Lieutenant Commander, Krug had

CONTINUED ON NEXT PAGE

AIRFIELD AND HANGARS THE PLANT COVERS 1,300 ACRES, EMPLOYS 30,000 WORKERS, HAS ALL APPURTENANCES OF A CITY, INCLUDING A VOCATIONAL SCHOOL AND A LARGE HOSPITAL





JIM and Flo—and two apple-cheeked youngsters at home—are bubbling with gaiety . . . because the boss has given "Pop" a \$10 raise!

Only a kill-joy, or a life insurance company, would think of raising a question at this point about Jim's future. But what better time to plan ahead than when you are healthy and earning money?

Jim and Flo have Social Security of course. Like most workers, they have a general idea that some money will be due them after 65. But how much money? And under what conditions? There's a real danger that Jim may put off finding the facts about Social Security until too late to do anything about them.

So The Mutual Life is sending its Field Representatives out to give to thousands a free information service on Social Security, a subject in which they have had special training.

We hope a Mutual Life friend catches up with Jim soon, and convinces him that Social Security benefits, while decidedly helpful, are only a start toward the future he wants. Jim will be amazed at how much happiness a few dollars regularly saved will bring when Mutual Life insurance teams up with Social Security.

Write for **FREE Social Security HELPS**

Every Social Security card owner can profit from THIS FILE for safekeeping the 7 types of official records needed to collect benefits. Gather and file these records now. Spare yourself—or your widow—trouble later, possibly costly delay. THIS FOLDER for easily calculating future income from Social Security and present life insurance. Mail the coupon today to Dept. LS-12.



Our 2nd Century of Service

THE MUTUAL LIFE

INSURANCE COMPANY of NEW YORK

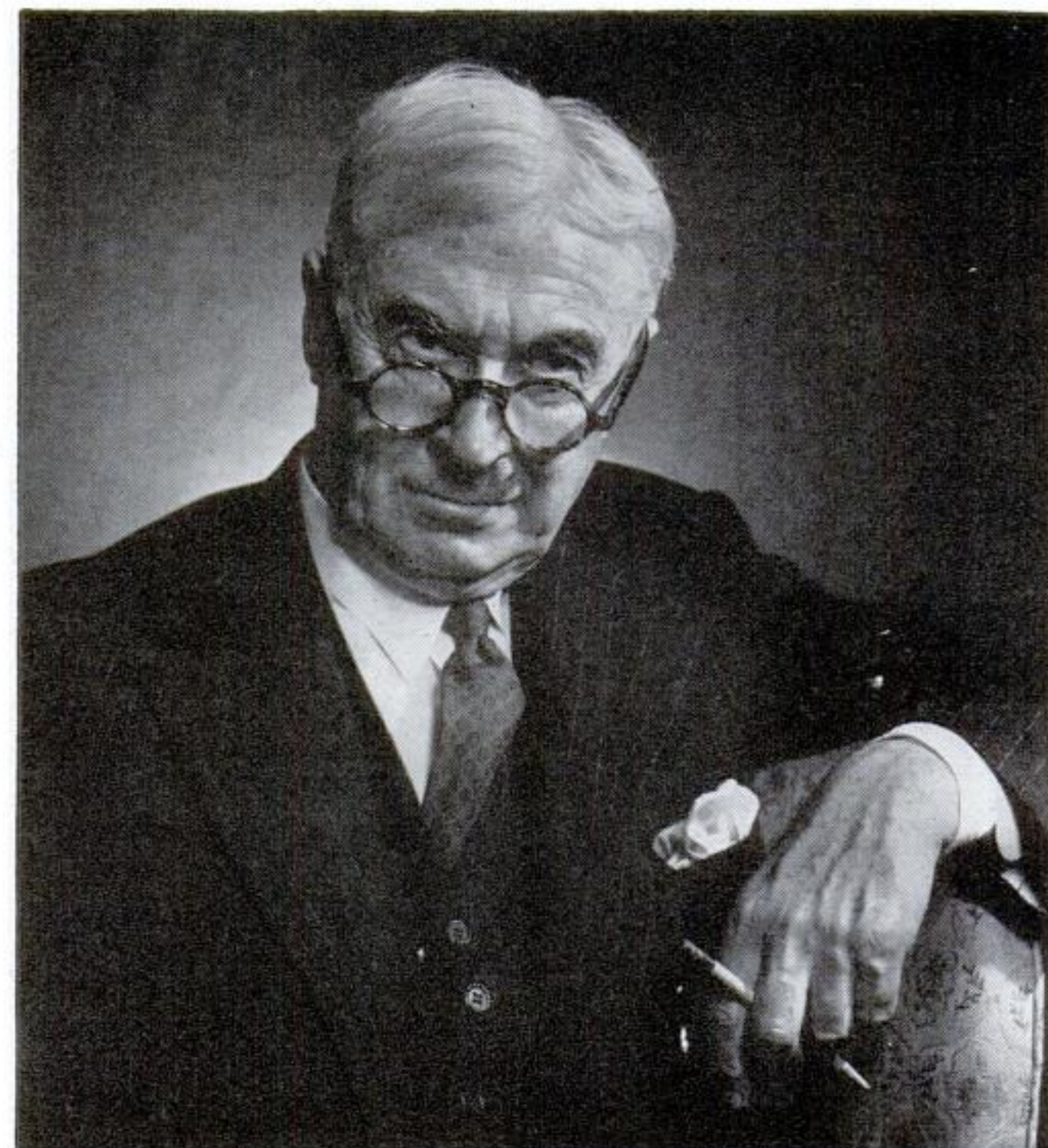
"First in America"



Lewis W. Douglas, President

34 NASSAU STREET NEW YORK CITY

NAME.....AGE.....
ADDRESS.....
OCCUPATION.....



Bernard M. Baruch, foremost U. S. authority on industrial mobilization and reconversion, fathered reconversion report on which many of the current plans are based.

RECONVERSION (continued)

been subordinate only to Nelson and Wilson and had been on friendly terms with both. Having been away during the big battle, he was not obliged to take sides in it. He is a capable, professional public servant with a conscientious regard for the public good. The chances are that he will be able to pull together the warring points of view in WPB and distil the best from each.

As for Nelson, there is an element of classic tragedy in his present situation. An able, intelligent, patriotic man, he was called in to do a difficult job at a critical time. He did it adequately but failed the great expectations of his friends because he lacked force and conviction. He seemed incapable of action in the face of important issues. He put off decisions so habitually that his colleagues named him "Mr. Next-Tuesday." When, at last, urged on by his clique, he made a great, basic decision and fought for it, it was the wrong one.

Despite his defects as an administrator, however, Nelson has enormous competence in his own chosen field. He is a merchandiser. In disposing of the surplus goods left over from the war there is a great merchandising job to be done. If he could see fit to step down into a job for which he is solidly qualified, instead of up to an empty title which would salvage his pride, Donald Nelson would be serving himself and his country to great advantage.

The other two basic arguments that are currently hot are a good deal easier to understand than the Nelson-Army-Wilson imbroglio. One of them is about unemployment benefits for workers who are laid off war jobs. The other is about who should control the disposal of surplus war property.

How much to how many?

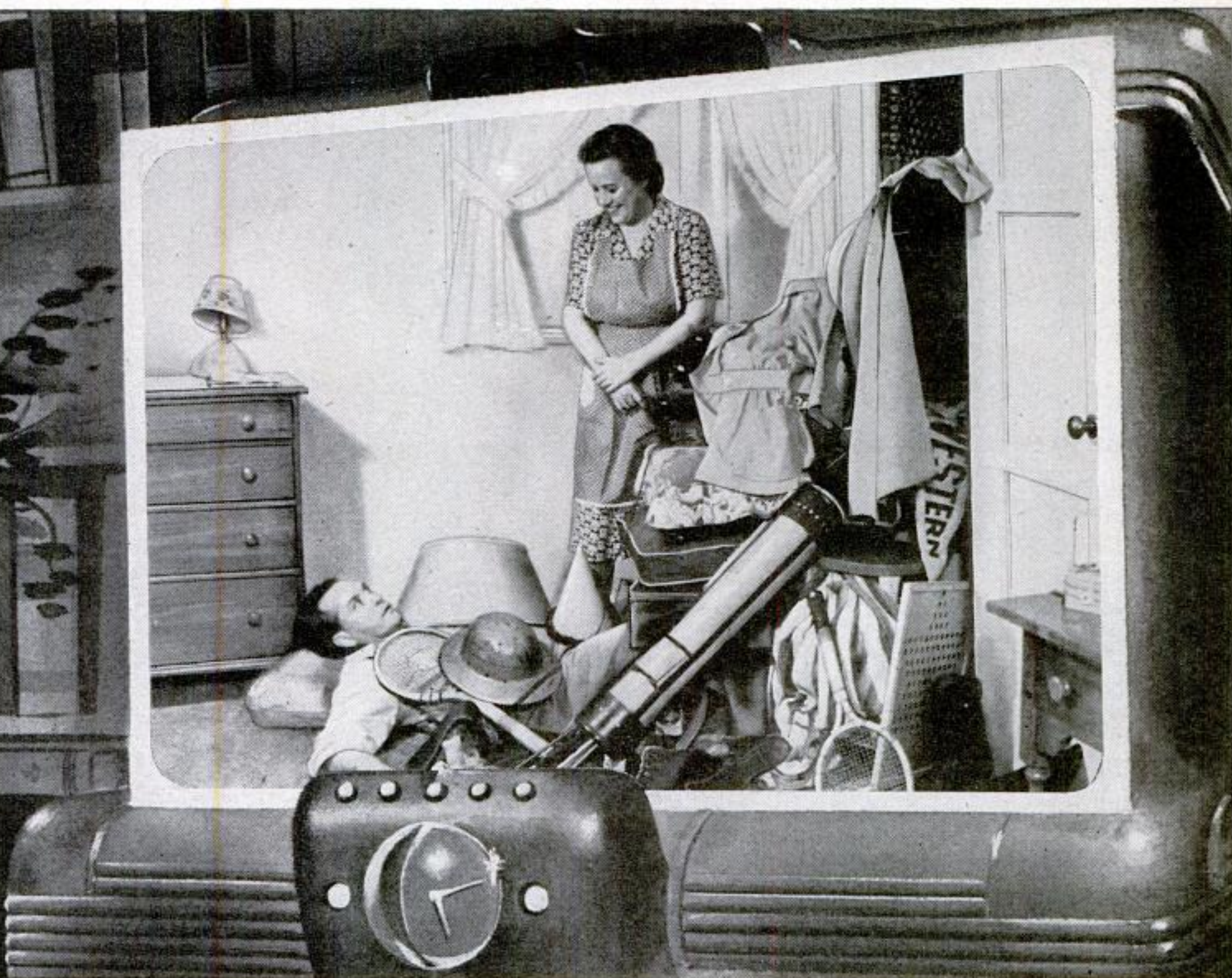
The argument about unemployment benefits is very hot indeed and it will continue to be, since it will affect the eating habits of at least eight or nine million war workers at the end of the war. In view of the attention it got in Congress and the press, the results are less than impressive. A bill proposed by Senators Kilgore and Murray would have given unemployed workers benefits up to \$35 a week for periods up to two years. This foolishness was voted down in favor of the George proposal, which is nearly as deflationary as the other would have been inflationary. Senator George's bill leaves unemployment relief to the states and guarantees the solvency of their unemployment funds by allowing them to draw on the U. S. unemployment trust fund to make up any deficits.

Because of regional differences in wages and standards of living, the principle of state control probably is wise. However, it needs a good deal of strengthening in practice. The largest average total payment is California's \$444, spread over a period of 24 weeks

CONTINUED ON PAGE 104

Imagine Fibber McGee and Molly...

on TELEVISION



brought to you by NBC

Yes, on NBC Television that crowded closet at Wistful Vista—the foibles of lovable Fibber and the trials of patient Molly, for instance—could all become real visual experiences . . . experiences for you to *watch* as well as hear.

Think what television programs originating in studios of the National Broadcasting Company . . . such programs as the top-notch sound radio which has won NBC the distinction of America's most popular network . . . will add to home entertainment!

Already, plans—within the limitations imposed by wartime—have been placed in operation by NBC . . . plans which with the co-operation of business and government will result in extensive NBC tele-

vision networks . . . chains spreading from Eastern, Mid-Western and Western centers . . . gradually providing television after the war, to all of the nation.

Moderate-priced television receivers will provide your home with sight and sound programs consistent with the highest standards of NBC . . . offer the most popular of the shows in this new, vastly improved field of entertainment. Look forward to other great NBC accomplishments such as FM, noise-free reception . . . faithfulness of tone reproduction.

* * *

Look to NBC to lead in these new branches of broadcasting by the same wide margin that now makes it "*The Network Most People Listen to Most.*"

National Broadcasting Company

America's No. 1 Network



A Service of Radio Corporation of America



WAITER: "Don't serve him anything but White Rock or he'll make trouble."

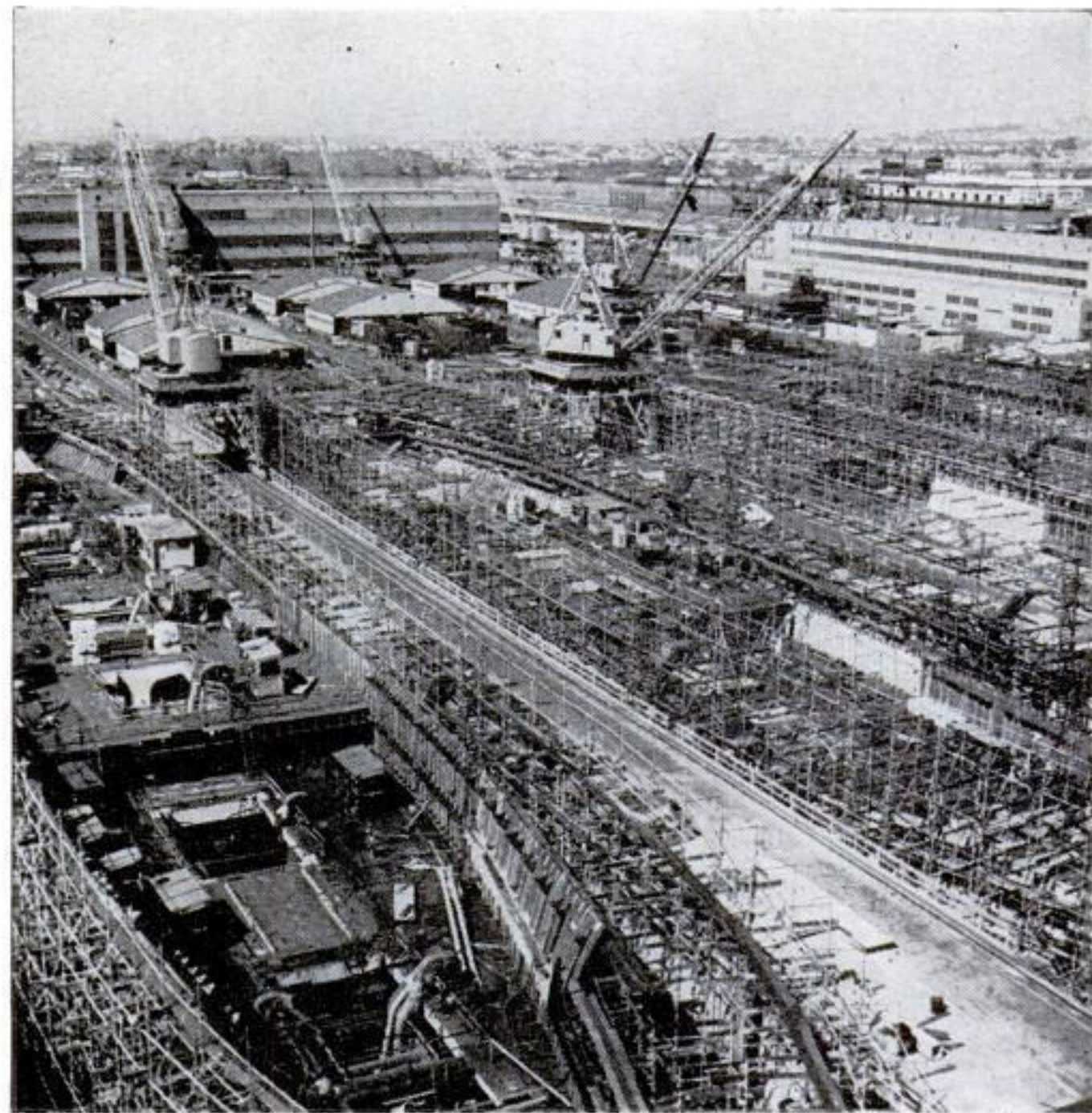


Some people just mix drinks. Wise hosts and hostesses mix them with White Rock. You see, White Rock improves the flavor of rye, scotch and bourbon . . . adds zest and supercharged sparkle to all tall drinks. And has the happy faculty of helping you feel chipper next day.

White Rock
SPARKLING MINERAL WATER



PARK & TILFORD IMPORT CORP., NEW YORK, N. Y. • BLENDED SCOTCH WHISKY • 86 PROOF



Huge Kaiser shipyards at Richmond, Calif. will have typically difficult reconversion problem, as will all the "special-purpose" plants and equipment built during the war.

RECONVERSION (continued)

(\$18.50 a week); but the others range all the way down to North Carolina's \$160 spread over 16 weeks (\$10 a week). Moreover, millions of workers are not covered at all in the state system. Of course, many war workers have saved money to help tide them over the transition from war job to peace job. But it is these savings that economists hope will bring prosperity by being used for new cars, radios and homes. Spent as food and rent money they would soon melt. With only their meager state payments to live on, the unemployed would then be agents of deflation.

The best solution would be to overhaul and liberalize the state systems, but there is simply not enough time for this. Most state legislatures will not reconvene until January 1945. The European war will almost certainly be over before then, and millions of workers will need immediate assistance. The next best solution would be for the federal government to chip in with a fixed, uniform percentage and add it to the state rates, except where this would increase the highest rates now paid, which probably are adequate as they stand. The House, however, in a strange "conservative" mood, passed the George proposal more or less intact.

The fight is now going on in conference, attended by the same heat (and the same pressure groups) that were busy in the Congressional debates. The contestants are the same forces of the Right and the Left which are involved in nearly all the reconversion legislation. In this instance the Right is spearheaded by Southern congressmen who fear that the whole wage-and-income structure of the South will be upset. On the Left, of course, is organized labor, particularly the C.I.O., and those New Dealers who are still strong enough to raise their voice for public spending as a depression preventive.

Multibillion rummage sale

The most dramatic thing about the other big recent argument, which concerns disposal of surplus war goods, is the sheer size of the problem. Nobody agrees about the figure. It is a fact that the government has invested 15 billion dollars in 1,200 new plants. But a certain share of these are special-purpose buildings that cannot be converted. Others are either temporary structures or were built in locations where economic conditions make it unlikely that they could be put to profitable commercial use. As for the goods and materials that will be left over, it is almost impossible to predict what they will be worth, since no one can say when the war will end or under what conditions. Various figure-happy economists and congressmen have made estimates ranging from 30 billion dollars to 103 billion dollars as the total cost of the surplus. But cost means nothing. It is what an item is worth on the market that counts. A General Sherman tank costs almost \$100,000 to build, but its salvage value is only a few hundred dollars.

The best guesses as to the value of the consumer-goods surplus run

CONTINUED ON PAGE 106

*The **FRESHER**
The **BETTER!***

APPLE "HONEY" HELPS KEEP OLD GOLDS FRESH!

You want fine tobacco, of course. But you want it fresh! A mist of Apple "Honey," the nectar of luscious apples, is sprayed on Old Gold's fine tobaccos to help hold in the natural freshness.

"Something new has been added" to these tobaccos. It's Latakia, a costly imported leaf that gives richer flavor. Try Old Golds and see why they have won a million new friends.

LISTEN TO: ALLAN JONES Wednesday evenings—CBS...and
THE OLD GOLD RADIO PROGRAM Sunday evenings—NBC



★
Buy more
War Bonds
than you
think you
can afford!
★

NOT JUST TO CLOTHE — BUT TO BEAUTIFY

Holeproof Proportioned Hosiery

YOU'LL BE HAPPY WITH ITS OUTSTANDING QUALITY

More than ever with rayon yarn, the perfection of proportioned fit is necessary in hosiery for beauty and wear. Legs are more beautiful in proportioned hosiery as distinguished by Holeproof. Ask for your correct length—short for the petite girl, medium and long for the average and tall girls. Look for Holeproof fine stockings, in stores that guard their quality reputation.

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KNITTING 71 YEARS

FINE STOCKINGS, MEN'S SOCKS AND LUXITE KNIT UNDERWEAR



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3 OUT OF 4 WOMEN INSIST
UPON THIS
BETTER QUALITY



To be sure of a full measure of wholesome benefits they choose prune juice made from sun-sweetened fruit, especially cultivated by 6000 members of California Prune and Apricot Growers' Association.

That's a quality tip worth following. And a health tip, too. For a glass of Sunsweet prune juice a day provides three distinct helps everyone needs in keeping fit. Here they are:

- 1st Help—Vitamins (b and g) for growth, energy
- 2nd Help—Minerals for resistance
- 3rd Help—A certain something for natural laxative effect

Tune in "What's YOUR Idea?"
Mutual Network, Mon., Wed.,
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For a Glass of 3-way Help

SUNSWEEET PRUNE JUICE

The Growers' Own Brand



RECONVERSION (continued)

from 6 billion dollars to 10 billion dollars. These figures can be brought into focus by remembering that the biggest year's sales of Sears, Roebuck & Co., the nation's biggest merchant, were less than one billion dollars. Add to these a few billions for the theoretical value of the excess plants and the total becomes more than even a normal Roosevelt budget. It is easy to see that the men in charge of siphoning all these assets back into the peacetime market, and the policies he uses in doing so, could wreck the economic system or change it in a number of important ways.

Accordingly, the present argument has two parts: who should handle disposal and how it should be done? Last winter the President set up a Surplus War Property Administration in OWM and made it a one-man job. The appointee was William L. Clayton, one of the best administrators in Washington, who had been a successful Texas businessman before joining the government. Clayton wisely confined himself to exploring the problem and shaping policy, turning the actual disposal of goods over to appropriate government agencies. Food disposal went to the Food Administration, ships to the Maritime Commission, and so on. The general policies laid down to guide them were not codified, but were unofficially those stated in the Baruch-Hancock Report (see below): sell as much and as fast as possible without "unduly disrupting normal trade"; sell nothing to speculators or promoters; use regular channels of trade if possible, but avoid encouraging monopolists; sell at fair market prices in full public sight and use the money to help retire the national debt; scrap nothing that can be used; sell or give away nothing that could be used to improve America's productive efficiency.

Since Clayton's authority rested on an executive order rather than on an act of Congress, there was some question as to how far it reached. In any event, Congress could hardly have stayed aloof from such a multibillion question. Last month, on the same day, the House passed a surplus-disposal bill and the Senate Military Affairs Committee reported a bill to the Senate floor. They differed on both parts of the argument. The House bill left the policy-making authority centralized under a single administrator, with a 17-man advisory board that had the power of veto on any war-plant sale of \$1,000,000 or more. The Senate bill set up an eight-man board in place of Clayton's office, and separated policy over the important items of food, cotton and woolen goods, and farmlands from even the proposed board.

Social planners vs. middle-rovers

In the maneuvers that surrounded the passage of these opposed bills, the Right and Left were again at odds. The Left sees in surplus disposal all sorts of opportunities: to resettle migrants, returning soldiers and idle industrial workers on small homesteads; to use surplus goods as unemployment reliefs; to nationalize surplus plants and start production-for-use; to decentralize industry and so on. It favored the Senate committee's eight-man board because it would be sure to have representation on it and could hope to dominate it. Similarly, it endorsed the disposal of lands (of which the government has acquired more than 30,000,000 acres since the war began) by Agriculture and Interior, where it has strong influence rather than by the hard-shelled Reconstruction Finance Corporation, where Clayton had recommended that it be placed pending instructions from Congress. The elements of the Right, for their part, have no dreams except one of attaining sound national prosperity. They want surplus goods absorbed into the economic stream with as little disruption and commotion as possible. In one-man rule they see a steadying influence, and in Will Clayton they see a practical, middle-of-the-road businessman.

The citizen can take his choice of objectives. But his judgment of methods should be influenced by this one fact: rule-by-government-board has never worked well in such a matter as this and probably never will. The Federal Reserve Board, the Interstate Commerce Commission and such are one thing. A board freighted with billions of dollars' worth of live political issues is quite another. Notwithstanding this old truism of public administration, the House and Senate conferees "compromised" on a four-man board. This board will form the policies, in conformity with Congress' directives, and turn their execution over to a single administrator. But the board's opinions can be overruled by the head of the new office of War Mobilization and Reconversion, who will coordinate all the reconversion agencies. This is less a compromise than a straddle. Its first poor effect was to cause the resignation of Will Clayton. There are bound to be others.

These, then, are the big areas of current and recent debate. If the

CONTINUED ON PAGE 109



When Buffaloes Stopped the Iron Horse ...TRAVELERS WERE PATIENT

Remembering the hardships of the stagecoach and covered wagon days, travelers once looked upon the new woodburner trains as solid luxury...

Despite choking smoke, bumpy roadbeds; no electric lights, no berths or dining cars... despite delays of hours on end when great herds of migrating buffaloes marooned them in the middle of an endless prairie, travelers were cheerful and understanding.

Today, if the train, plane or bus is late, if reservations are hard to get or we can't squeeze into the dining car,

we can still take comfort in the fact that America is moving at a pace that has astounded the world.

When this war is won, the transportation facilities of our country will have hung up an incredible record for efficient movement of fighting men and freight—and civilians, too. Meanwhile, public opinion is agreed that we should not travel unless absolutely necessary and, if we must go, take inconveniences cheerfully and patiently—like good soldiers.

* * *

In addition to supplying the armed forces with glider and bomber fuselage frames, wing parts, gun turret parts and foodstuffs, Anheuser-Busch produces materials which go into the manufacture of: Rubber • Aluminum • Munitions • Medicines • B Complex Vitamins • Hospital Diets • Baby Foods • Bread and other Bakery products • Vitamin-fortified cattle feeds • Batteries • Paper • Soap and Textiles—to name a few.



Like so many other worthwhile products, Budweiser may not be available every time you call for it. People everywhere have discovered that only Budweiser tastes like Budweiser. That is why they continue to ask for it. That is why it is the world's most popular beer.

Budweiser

TRADE MARK REG. U. S. PAT. OFF.

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A N H E U S E R - B U S C H . . . S A I N T L O U I S



Chris-Craft 26-ft. Super Deluxe Cruiser

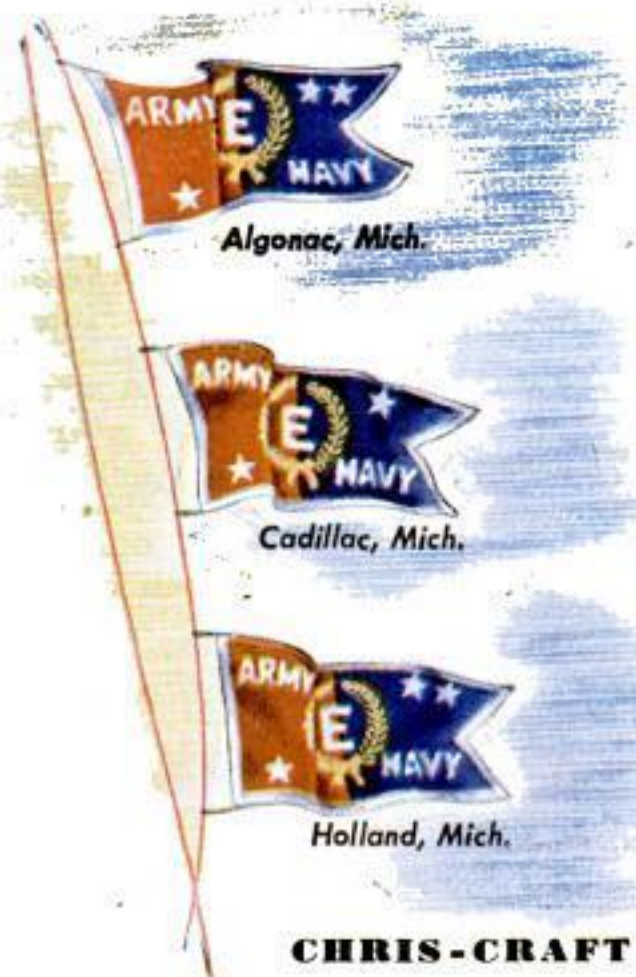
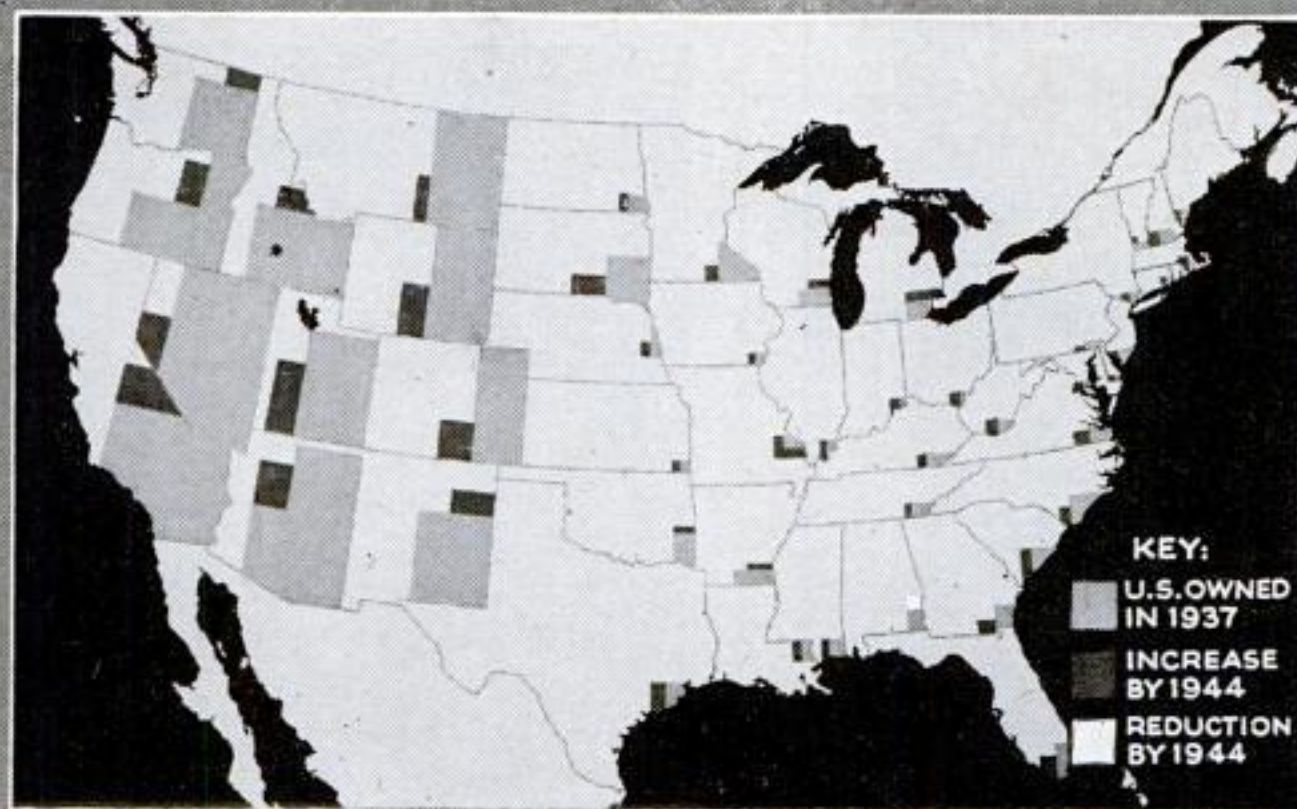


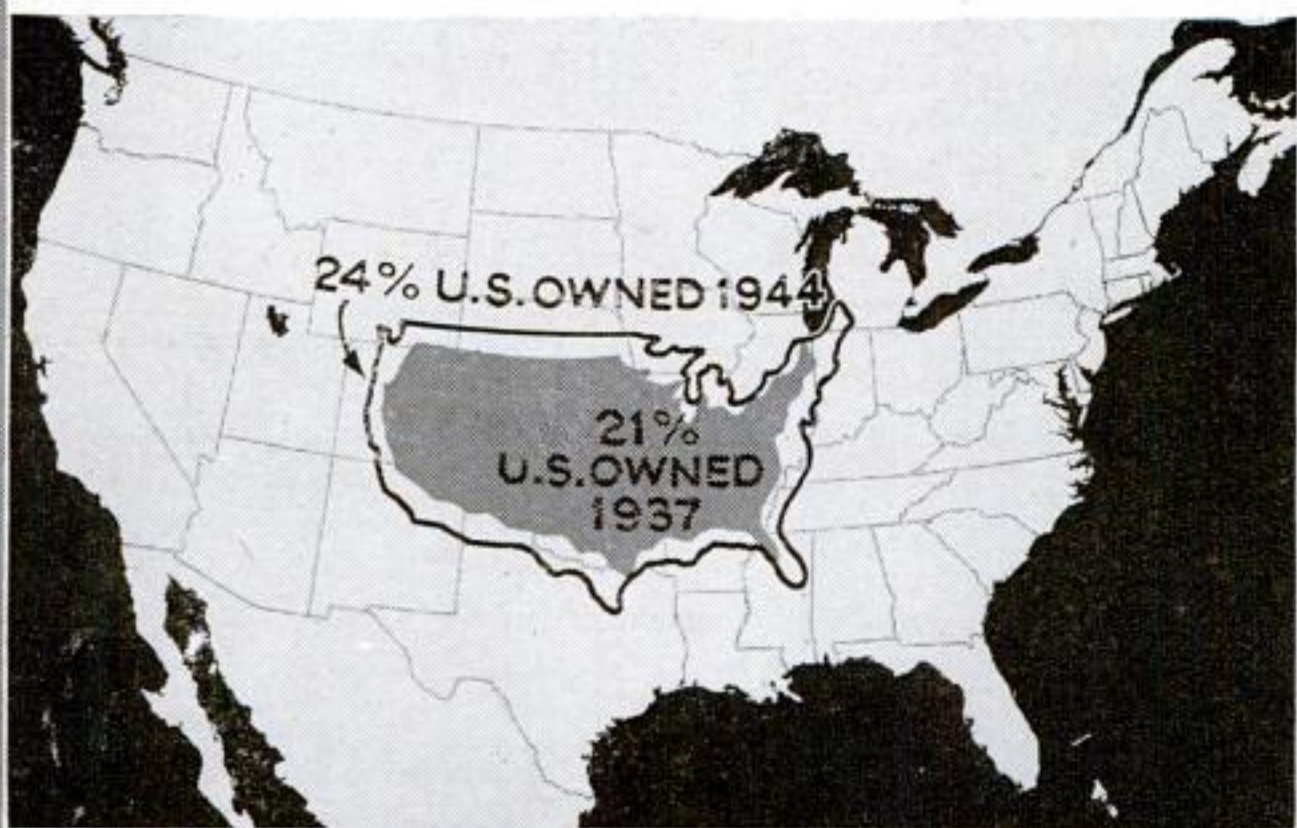
Chart your course to health and happiness in this medium-priced Chris-Craft Cruiser. Everything for your fun afloat—sleeping accommodations for four, galley, built-in dinette, large cockpit for fishing. Ready after Victory . . . We are 100% on war work now.

Buy U.S. War Bonds Today—
Tomorrow command your own
Chris-Craft

CHRIS-CRAFT CORPORATION, ALGONAC, MICH. ★ WORLD'S LARGEST BUILDERS OF MOTOR BOATS



Federal-owned land area has grown greatly during the war because of purchases for airfields, training camps and factory sites. Sole reduction was in Alabama (2%). The map above shows the increase by states, the one below shows total increase and compares federal lands with total U.S. area. This tax-free land has given many states, particularly those in the West, a tough fiscal problem. Note that in Nevada 87% of the state's area is U.S.-owned; in Arizona, 73%.



RECONVERSION (continued)

inquiring citizen has been confused by them he should hold tight, because they are only the beginning. In the months ahead he will have to try to make sense of a great controversy over taxes (*see p. 30*); and in this he will find familiar faces in unfamiliar places. He must expect further to hear a great deal about public-works programs, about worker retraining, about government loans to small business and about many other things.

Now nobody in the world is qualified to give a pat answer to all the problems that will come up in all the ramifications of reconversion. They will have to be worked out in committee study, Congressional hearings and debate, and in the day-to-day work of the reconversion agencies. But although each problem must at last be solved separately, each solution should be approached with the same set of principles in mind. Last February Bernard M. Baruch prepared a report on reconversion at the request of Economic Coordinator Byrnes. He was assisted by John Hancock, a leading banker and business adviser. Sound principles are implicit in their report and sound practices are described in some detail. It is a good point of reference to use in calculating how far along we are in providing good reconversion machinery, and how much is yet to be done.

Where are we now?

1. *Human side of demobilization.* Recommended: that an agency be set up in the Office of War Mobilization (Byrnes's over-all agency) to handle the human problems arising from military demobilization, to help veterans and former war workers find jobs, to supply physical and occupational therapy for the disabled, to handle retraining of workers and soldiers for new jobs, to enable educations interrupted by the war to be continued and to set up information centers in all towns so that returning servicemen and former war workers can find out all their rights and opportunities.

Done: a Retraining and Reemployment Administration was created by executive order in February. Brig. General Frank Hines, who had been head of the Veterans' Administration, was put in charge. Subsequently General Hines and his staff arranged for information centers in 10,000 towns and supervisory boards in all the

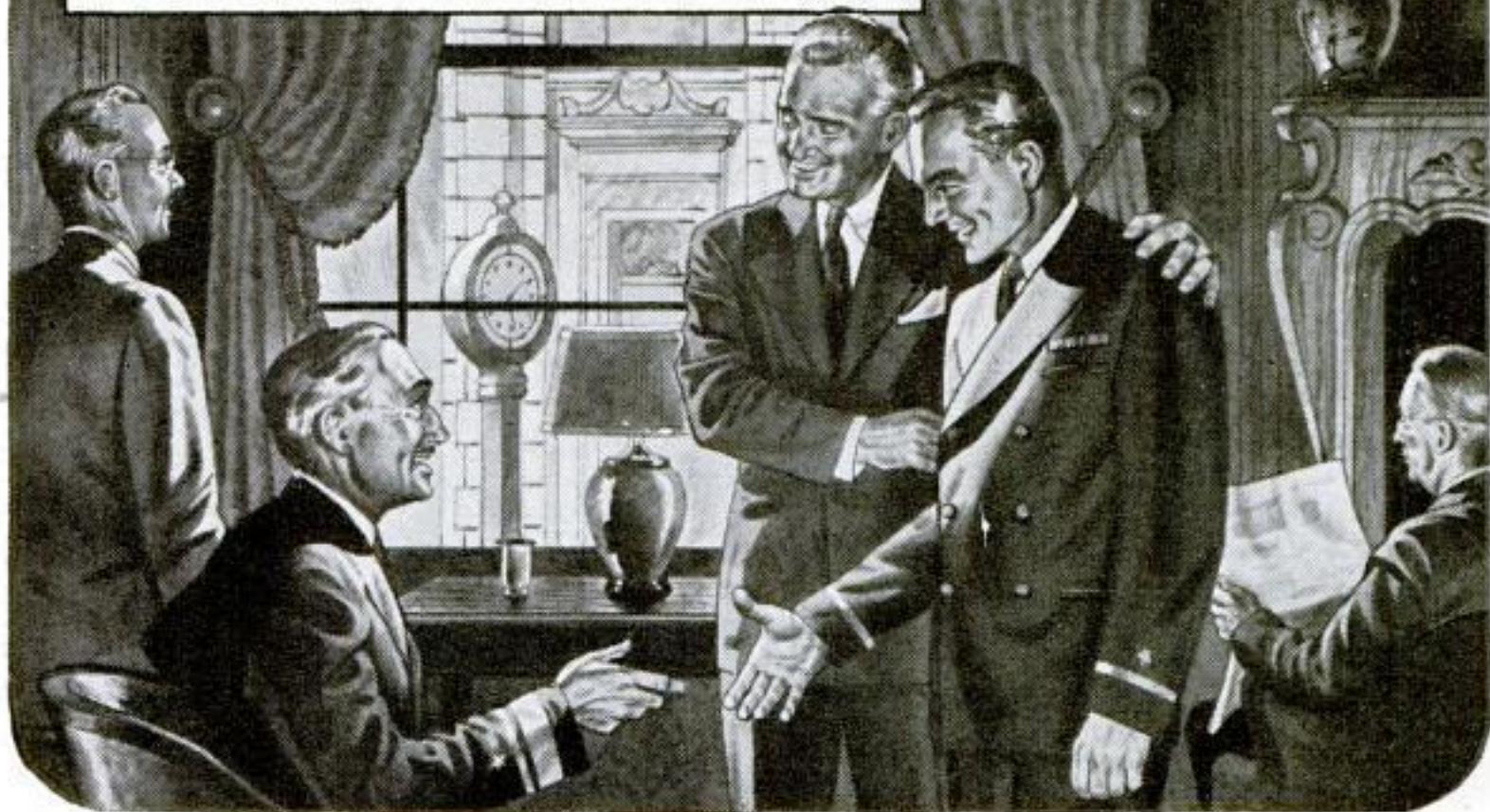
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"The only time we say 'UGH' is when people don't use Lifebuoy for 'B.O.'"

The Indian says "Ugh" to "B.O."—and so does everyone else! So why risk losing out on friends, good times and success when it is so easy to guard against offending. Although you can't help perspiring, you *can* take the offense out of perspiration. Use Lifebuoy in your daily bath to stop "B.O." Use it for face, hands and shampoo, too.

REMINDER TO MEMBERS of the world's most popular After-Shave Club



WITH certain essential ingredients going into war production, the supply of Aqua Velva is limited. There is now less Aqua Velva to go around—to meet the demand from the Armed Forces as well as civilians.

Avoid waste. By using Aqua Velva sparingly you should be able to enjoy it more often. Cool and invigorating, just a few drops leave your face feeling softer and smoother after shaving. Clean, refreshing scent. It's the world's most popular after-shave lotion.



A FEW OF THE MEMBERS

SIR CEDRIC HARDWICKE
ALBERT SPALDING
DENIS CONAN DOYLE
MAJOR
GEORGE FIELDING ELIOT
NORMAN ROCKWELL
LUCIUS BEEBE

New Orleans Molasses Milk Shake

RICH IN IRON!



Add one tablespoonful of iron-rich Brer Rabbit Gold Label Molasses to a glass of cold or warm milk. Iron helps build good red blood!

Brer Rabbit GOLD LABEL Molasses

Light colored, sweet, mild...
Gives the flavor children love

Watch the youngsters go for this delicious, iron-rich drink! Even children who dislike plain milk enjoy it when molasses is added.

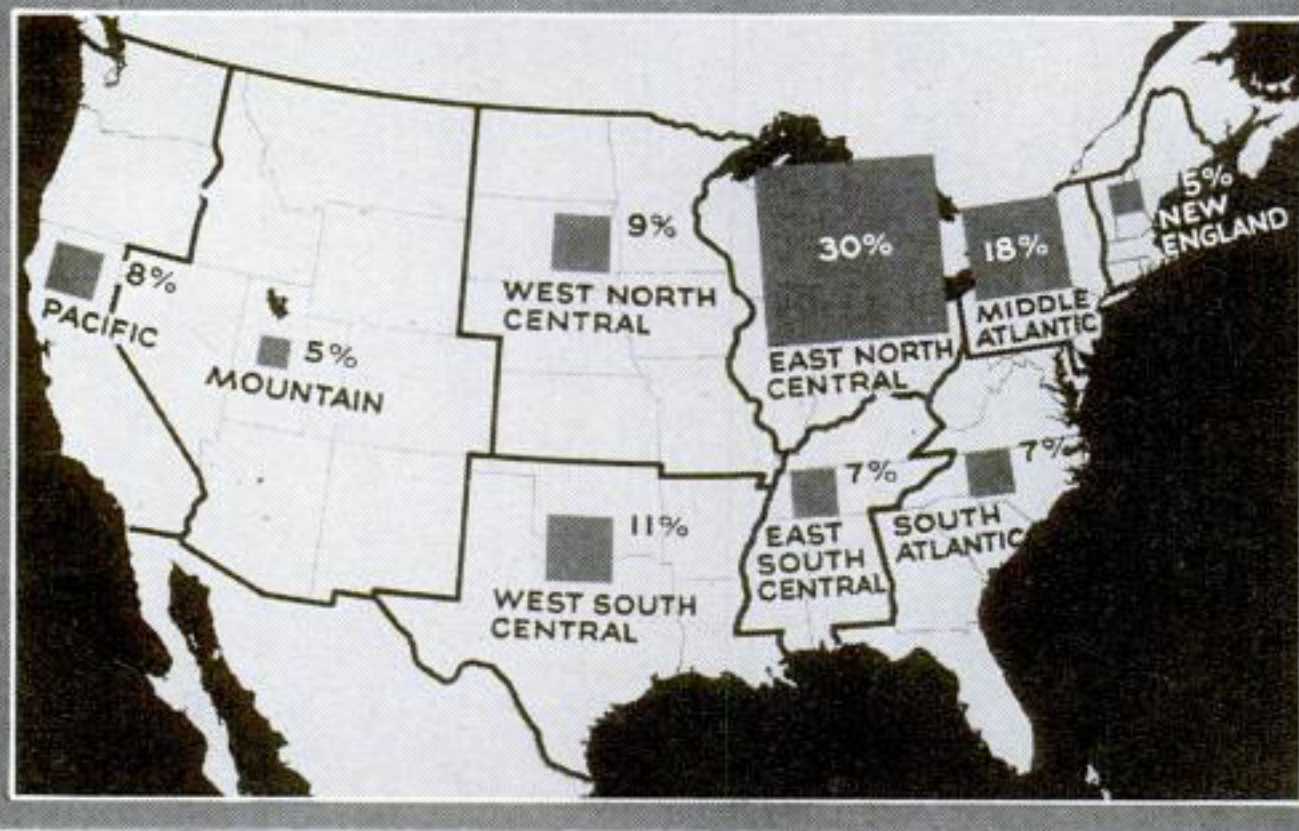
Gold Label Brer Rabbit Molasses is the highest quality, fancy, light colored New Orleans molasses—sweet and mild. Full of the luscious flavor of Louisiana sugar cane. A delicious table treat—on pancakes, waffles, French toast, cereal...and as a spread for bread.



If you prefer a dark molasses, get Green Label Brer Rabbit, especially recommended for cooking and for a full flavored milk shake.

Free! Penick & Ford, Ltd., Inc. New Orleans, La., Dept. L918-4 Please send my free copy of "Brer Rabbit's Modern Recipes for Modern Living," telling all about New Orleans molasses for table use and cooking. Also pamphlet, "Something Every Mother Should Know," on iron needs.

Name _____ (Print Name and Address)
Address _____



Industrial facilities financed by the government for war uses are shown here by percentage in each area. To insure safety from enemy attack, many were located in inland regions where conditions may make their operation as peacetime factories unfeasible.

RECONVERSION (continued)

states and tried to correlate the existing facilities of the federal government. Their other, more ambitious plans, which might have salvaged their somewhat mediocre record, were aborted when the House killed the whole agency last month. At the same time the House, while keeping the inadequate unemployment compensation clause passed by the Senate, cut out the George Bill clause that provided for transporting former war workers back to their homes, a clause setting up new job-training facilities and another that extended unemployment compensation to 3,500,000 federal employees.

Balance sheet: in the "GI Bill of Rights" passed last summer, Congress provided adequately for demobilized servicemen, although the machinery for implementing it is still weak. But for demobilized war workers, Congress has in effect done nothing. If the war in Europe ends soon, the civilian side of human demobilization will be a mess.

2. *Contract termination.* Recommended: in brief, that termination machinery be designed to clear out government property from private factories without delay or red tape, and to supply contractors with sufficient working capital by immediate payment for inventories and goods on order.

Done: the Report's comprehensive recommendations were carried out almost to the letter. The machinery is working smoothly and turns out dozens of terminations a week.

Balance sheet: excellent.

Sell the surplus soon

3. *Surplus property.* This has already been discussed.

Balance sheet: under Clayton performance has been good; under the new, complicated regime it probably will suffer. If so, the citizen will soon be acutely aware of it, since the biggest share of the consumer-goods surplus will have to be disposed of in the first six months after Germany's defeat because a) thereby it can help keep down inflation, b) it will bring the best prices if sold before the public's pent-up appetite is satisfied by regular civilian production, and c) if it is not sold then, the possibility that it might be dumped on the market later would make manufacturers fearful of going ahead with full-scale production.

4. *Coordination of government war agencies.* Recommended: in general, that WPB, OPA, the War and Navy Departments, the Maritime Commission and other agencies keep each other informed constantly as to their plans and needs, so that they can get together on both war production and all the steps in reconversion.

Balance sheet: coordination was retarded by the Nelson-Wilson fracas and has a long way to go to perfection.

5. *Advance planning for "X" day.* Recommended: that WPB and the armed services get together on a detailed plan to be put into effect the day Germany collapses. This plan would list all the products whose manufacture would be cut back or stopped, choose the companies and industries to be freed of war work and name all the civilian goods that could be made and provide priorities for them. The highest priorities would go to repair parts, transportation and other categories that would be most helpful in speeding up the war against the Japanese.

Done: a detailed master plan exists, and has for some time. It was prepared under the aegis of Charles Wilson, who turned it over to Donald Nelson, who would not release it because of its authorship. It or some similar plan must be released soon. Last week's WPB



The Women of China say: 秀丽

秀丽 in modern China means "Elegant"... a word which China's

discriminating women have long applied to Kayser fashions—because Kayser is the "One Brand Name that's a Grand Name the World Over in fabric gloves, lingerie, hosiery and underthings."

KAYSER

BE WISER—BUY KAYSER... BUT BUY MORE WAR BONDS FIRST



CONTINUED ON PAGE 112



IT'S 988,751,513 TO 1 THIS WON'T HAPPEN...

If you play gin rummy you'll be interested to know these are the actual odds against being dealt a ten-card sequence in the same suit. And the chance of being able to "go gin" with *any* combination before drawing a card is only 1 in 13,630.

George W. Beynon, tournament director of the American Contract Bridge League, recently drew such a hand when he had 16 points and his opponent had 98. He won the 100 point game and had 8 points to spare.

BUT IT'S 2 TO 1 THIS WILL!

If you play cards (and 4 out of 5 Americans do) whenever you play... wherever you play... the odds are more than 2 to 1 that it's with brands made by The United States Playing Card

Company. For that's the percentage of their popularity over all the other brands combined... a popularity they have earned as quality favorites... top values in every price range.

THE UNITED STATES PLAYING CARD COMPANY, CINCINNATI 12, OHIO



The United States Playing Card Company makes cards noted for their "snap," durability, handsome designs and finish. Brands include Congress, Bicycle, Tally-Ho, Blue Ribbon, Aristocrat, and many others. Look for these quality brands.

How to choose a Billfold that gives real Prewar Quality!



Ask your dealer for an AMITY "DIRECTOR" BILLFOLD and you'll get fine leather, expert leather craftsmanship, and eight famed and exclusive billfold features, including spare key pockets and a clever secret currency pocket for "big money." Real Prewar Quality!

At Better Stores Everywhere, from \$3.50 up, plus tax

BUY MORE WAR BONDS

AMITY LEATHER PRODUCTS COMPANY, WEST BEND, WISCONSIN

A Rum so Fine YOU CAN SIP IT STRAIGHT
LIKE A LIQUEUR WITH YOUR COFFEE

Riondo
DISTILLED
PUERTO RICAN RUM
GOLD LABEL & WHITE LABEL

Riondo PUERTO RICO'S FINEST RUM
86 PROOF • SOMERSET IMPORTERS, LTD., NEW YORK

RECONVERSION (continued)

announcement that all but two types of priorities would be lifted after Germany's defeat was not a plan but an expression of intention—or, more accurately, of hope.

6. *Extension of war powers.* Recommended: that the price-control law, WPB's powers, the requisitioning power of the President and all useful powers of other war agencies be extended until the end of the war and through the reconversion period.

Done: the authority to control prices is the only one that has lapsed so far, and it was renewed by Congress without hitch. Probably all the others will be too.

7. *Tightened handling of cancellations.* Recommended: most important, that "contract cancellations be guided *first* by what will contribute to a more efficient prosecution of the war, and . . . *second*, by what will contribute . . . to an orderly change-over from war to peace."

Done: the defeat of the premature Nelson plan has made this the governing order of importance.

Also recommended: that cancellations be integrated with expansion of civilian production, "so that facilities and manpower which are released are shifted to new war work, or, as far as practicable, to expanded civilian production."

Done: WPB has been doing so on a small scale with reasonable effectiveness.

Protect the small businesses

8. *Small business.* Recommended: that surplus property be disposed of in small lots so that small firms can have a chance at it; that disposal agencies be allowed to lease or sell on credit for the same reason; that WPB favor small businesses in cancellations and relaxations of controls; and that the Smaller War Plants Corporation and the Federal Reserve System receive authority to make liberal loans to small businesses in order to help them through the transition period.

Done: so far, all the points except the last one have been put into effect and in addition the House bill included a directive that small manufacturers should be favored in the allocation of raw materials whenever the latter are released for nonwar use. The lending apparatus hasn't been set up yet, but the Federal Reserve System is preparing its part of it and will begin making loans as soon as the necessary legislation is passed.

Balance sheet: good.

9. *Postwar taxes.* Recommended: that a postwar tax law be drafted now and be put on the shelf to be ready for legal enactment after the war.

Done: nothing, except by private citizens and organizations such as the Committee for Economic Development and, in a preliminary and tentative way, by the Treasury Department. The excuse for doing nothing is that although the present Congress might agree on a tax law, the Congress in session at the end of the war might choose to rewrite it. This is obviously true but hardly germane; any Congress can rewrite any law, but that doesn't prevent every Congress from drafting lots of laws. But the chances are that if a really sound, nonpartisan bill were drafted now and endorsed by the present Congress, public opinion would force the new Congress to leave it more or less intact.

10. *Public works.* Recommended: that a dossier of public works be prepared now by federal, state and local governments, with the last two to carry most of the cost, and that WPB give a high priority to deferred public works as soon as military production can be tapered off and the necessary materials released.

Done: Congress has authorized the Federal Works Administrator to lend money to states and municipalities for use in drawing up plans for public works. In the House version, however, the loans are to be at 2½% interest, which is higher than the rate charged for such purposes by commercial banks. Last week this point was still being mulled over in the joint committee set up to reconcile the House and Senate reconversion legislation. If the interest rate stands the FWA loans are not likely to have many takers. In the George Bill the Senate directed the National Housing Administrator to survey postwar housing needs and to prepare a program for meeting them. The House cut out this clause, thereby completing its sabotage of the public-works recommendations in the Report.

Balance sheet: totally inadequate. Billions of dollars' worth of public works have been talked about, but only 5% of them have reached the planning stage. Congress as of last week had done nothing to speed up the planning and nothing to encourage the potential housing boom.

Summing up, the progress made so far in creating the machinery

CONTINUED ON PAGE 115



One of these shoes in the unretouched photograph is an Oliver Moore custom-made original. The other is Regal's \$6.60 reproduction. Can you tell which is which? Answer below.

America says, "Wonderful!"

Hand-fashioned by a noted New York custom bootmaker—at \$44 the pair. Regal reproduces them at just \$6.60

Great hits, these two—Broadway's famous "Oklahoma!" and Regal's famous Black Calf Shoes. Both have captured public favor—both are smart—distinctive. We don't know how many people have seen "Oklahoma!"—but we do know that *over a million have bought our famous "Corona" style!*

The shoes illustrated were designed by Oliver Moore, made to sell at \$44 the pair. See them in any Regal store window.

Regal reproduces them—of the same high-

quality Calfskin—with leather-for-leather, stitch-for-stitch fidelity. Regal makes them in 203 sizes and widths from 4 to 18—and in such quantities that every Regal Store is almost certain to have *your* proper size—or the means of getting it without delay.

And Regals cost only \$6.60 a pair—all sizes, all styles—from coast to coast!

How can Regal do it? Regal's great purchasing power—plus Regal's volume production—plus the unvarying Regal policy of

selling only through Regal Stores at one quality, one profit and one price from coast to coast—give the answer.

Get Regal *style* and Regal *quality* with your next shoe coupon! And get "Prescription Fitting"—exclusive with Regal—which measures both your feet in sitting, standing and stepping positions, gives solid, lasting comfort—helps shoes look better, wear longer.

The shoe on the left is the Regal reproduction. Also comes in Army Russet.

BUY WAR BONDS TO HAVE AND TO HOLD

REGAL SHOES

SOLD ONLY IN 80 COMPANY-OWNED RETAIL STORES • PRINCIPAL CITIES • COAST TO COAST

• Stores in Atlanta; Baltimore; Birmingham; Boston (3); Brooklyn (9); Buffalo; Chicago (2); Cincinnati; Cleveland; Detroit (6); Hartford; Hollywood; Houston; Jersey City; Kansas City; Los Angeles (2); Milwaukee; New Haven; New York (26 stores in Greater New York); Norfolk; Paterson, New Jersey; Philadelphia (3); Pittsburgh; Portland, Oregon; Providence; Richmond; Rochester; St. Louis; San Francisco (2); Seattle; Springfield, Massachusetts; Syracuse; Tacoma; Washington, D. C. (2); Worcester.

FACTORIES AND MAIL ORDER DEPARTMENT AT WHITMAN, MASS. • WRITE FOR FREE ILLUSTRATED STYLE FOLDER "L-8."



Look to the Sky....

There's plenty of excitement in this anti-aircraft gunner's job, "dishing it out" to enemy planes and taking it in return. But the thrills he longs for, just as you do, are those that only a duck marsh can provide.

How well you know those thrills... the nerve-tingling whirr of wings knifing through morning mist... an unforgettable sunrise... the excitement of having a great flock streak over you. After picking up two you barely reach your blind before three

more swerve in over the decoys—then twelve—then twenty! High? Yes, but all the more thrilling when you're shooting powerful long-range Super-X with its effective short shot string.

With liberty made secure and ammunition for war no longer needed, unlimited quantities of Western Super-X and Xpert shot shells and cartridges will again be available for sportsmen.... Western Cartridge Company, East Alton, Illinois.

Powerful Super-X Pulls Down High Flyers

There are *extra* thrills in the extra range of Super-X. Ducks and geese that are beyond the reach of ordinary shells are brought down clean by the greater power, high velocity and short shot string of Super-X. Daily bag limits come easier. When ammunition for hunting is again plentiful, shoot this famous Western load—long range Super-X.



Western
WORLD CHAMPION AMMUNITION

SHOT SHELLS . . . CARTRIDGES . . . TRAPS AND TARGETS

OF COURSE

I keep it clean
with
Sani-Flush



Stained or unclean toilet bowls are inexcusable. But there's no earthly reason for messy scrubbing. Sani-Flush makes bowls gleaming white the quick, easy, sanitary way. Use it at least twice a week to remove unsightly stains and a cause of toilet odors.

Sani-Flush is not like ordinary soaps and cleansers. It works *chemically*—even cleans the hidden trap. Removes the ever-forming film in which toilet germs lurk. No disinfectants are needed. Safe with septic tanks and in toilet connections. (See directions on can.)

Sold everywhere, in two convenient sizes.



Sani-Flush

CLEANS
TOILET
BOWLS

WITHOUT SCRUBBING

SAFE—FOR SEPTIC TANKS!

Don't be misled into scrubbing toilet bowls because you fear trouble with your septic tank. Eminent research authorities have proven how easy and safe Sani-Flush is for toilet sanitation with septic tanks. Read their scientific report. It will be sent you free for the asking. Simply write The Hygienic Products Company, Dept. O-2, Canton 2, Ohio.

Swish away UGLY SCRATCHES!

New-looking
furniture for only 25¢

Spread a little of this amazing polish on your scratch disfigured furniture. Then watch a miracle take place! Scratches disappear and your precious furniture takes on a shining, lustrous beauty. At all stores.



Old English Scratch Removing POLISH

Made by the Makers
of Old English Wax

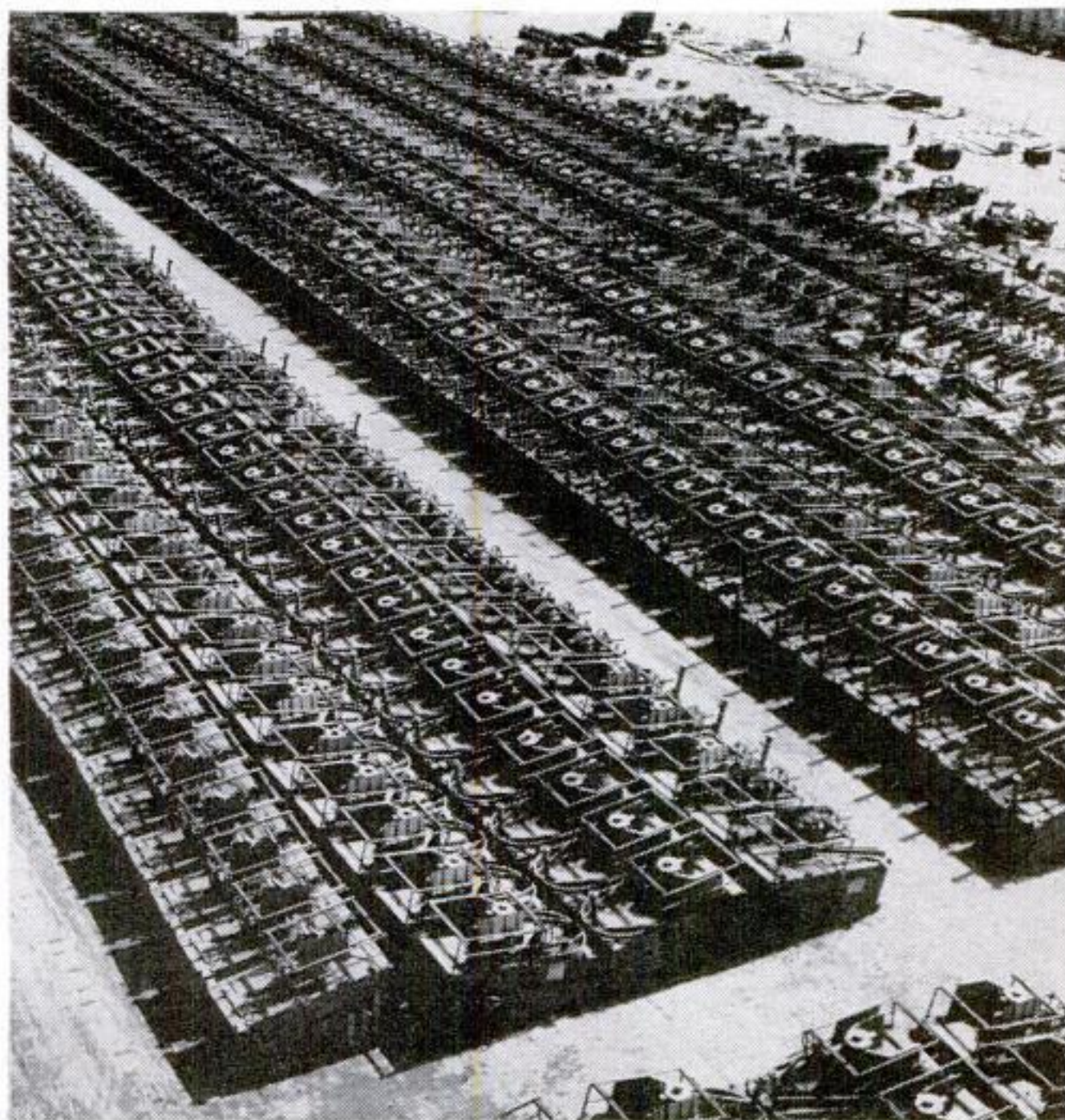
Skin Sufferers

For quick relief from itching caused by eczema, pimples, athlete's foot, scales, scabies, and other itching troubles, use world-famous, cooling, medicated, liquid **D. D. D. PRESCRIPTION**. Greaseless, stainless. Soothes, comforts and checks intense itching speedily. 35¢ trial bottle proves it, or your money back. Ask your druggist today for **D. D. D. PRESCRIPTION**.

RECONVERSION (continued)

of reconversion is fairly good. With the end of the European war so close at hand, it should be much better than it is. The blame belongs to a number of people: to the President, who let Congress adjourn last June with only a little of its reconversion work done, and who throughout has tended to hedge and procrastinate, as he did for war preparations; to Congress itself for dawdling and complaining and doing nothing until the last minute; and to James F. Byrnes for lack of enough initiative to prod both the President and Congress into action last spring when the reconversion arguments should have been settled. Byrnes has kept his attention focused on mobilization, which to be sure was his job; but the problems of demobilization are implicitly a part of it also. The George Bill recognized this by transforming his Office of War Mobilization into a new Office of "War Mobilization and Reconversion." Byrnes, whose backbone has stiffened considerably since he was let down by the President in his vice-presidential bid at the Democratic convention, would be a logical choice for the new, expanded job. He has served notice that he will not take it, however, and there is no one else who stands out as an alternate choice. The list of possibilities reaches from John Hancock to Wendell Willkie, and includes such names as Chester Bowles, Marvin Jones, Edward Stettinius, Julius Krug, William Douglas, William Knudsen, Robert Jackson, Eric Johnston, Henry J. Kaiser, William Jeffers, Frederick Vinson and Harold Stassen. And, of course, there is also Donald Nelson, since the President may decide that putting him in the job would be good politics.

Whoever he is, the man selected will have to measure up to one of the greatest responsibilities ever put on any man in the history of the U. S. Congress can—and may yet—pass a good body of reconversion law, but it is the administrator who will have to make it work and who can pull the nation and the world down into disaster if he fails. For U. S. reconversion is not only a matter of domestic concern. It is an instrument of enormous political power internationally. Decisions on surplus disposal alone, for instance—how much of what is already abroad to leave there, whether to sell it or donate it and to whom—will influence foreign governments in their relations with us and with each other for years to come. Decisions about our enormous fleet of merchant ships, about our surplus plants, about our new synthetic-rubber industry—all will have a bearing on the livelihood of wage earners from Dover to Shanghai. And even those aspects of reconversion that might seem wholly domestic will have world importance, for the U. S. will be the only healthy, economically strong major nation left in the world. If we swim, the rest of the world has a chance to swim, too; if we sink into depression, the world sinks with us. It is a tough job the new man has ahead of him. Everybody in the world wishes him luck.



"Propulsion units," the glorified outboard motors used to propel barges, cover acres of ground at Port Hueneme, Calif., which was a tiny port before the war when its main traffic was in lima beans from the nearby Ventura County farms. Postwar use for the units probably will be limited; so will Port Hueneme's enormous installations.



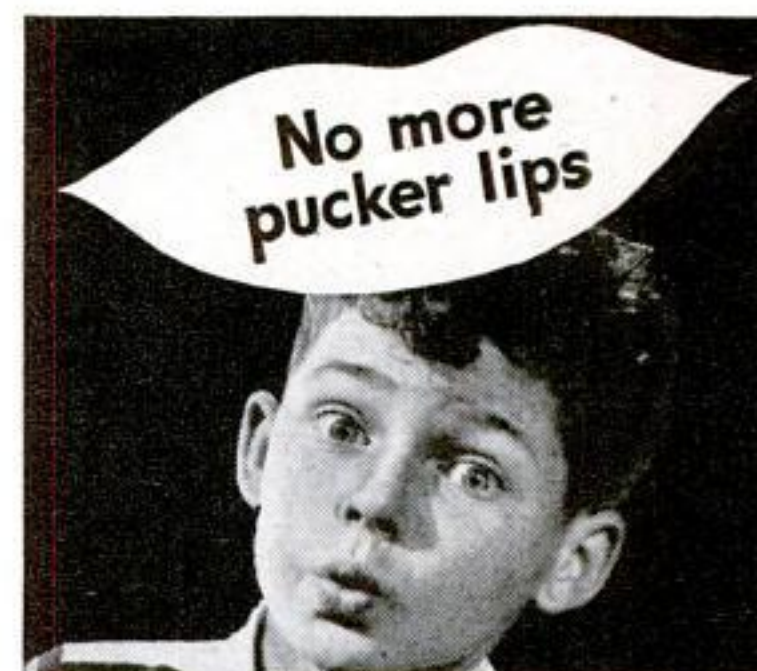
"Oh boy! What relief! No more cracked lips for me." That's what John Q. Public is saying about soothing CHAP STICK today.

CHAP STICK keeps lips fit



"Boy! That Africa sun sure can crack your lips and make 'em smart! I keep my lips 'at ease' with CHAP STICK. It's a great little helper—and I mean great!"

CHAP STICK for the Armed Forces



"The gang called me 'Ole Pucker Lips' till Ma bought me my own private CHAP STICK. It's sure great stuff for chapped lips. Now I put it on first thing every morning."

CHAP STICK for every member
of the family



Why is CHAP STICK in the soldier's kit? Why is it a prime favorite with the flyer, the sailor, the marine? Why is it the biggest little seller for cracked, sore, parched lips? You'll find the answer in its special medication—specially planned to *keep lips fit*. Chap Stick Co. . . Lynchburg, Va.



On sale at drug counters—
only 25¢

KEEPS LIPS FIT

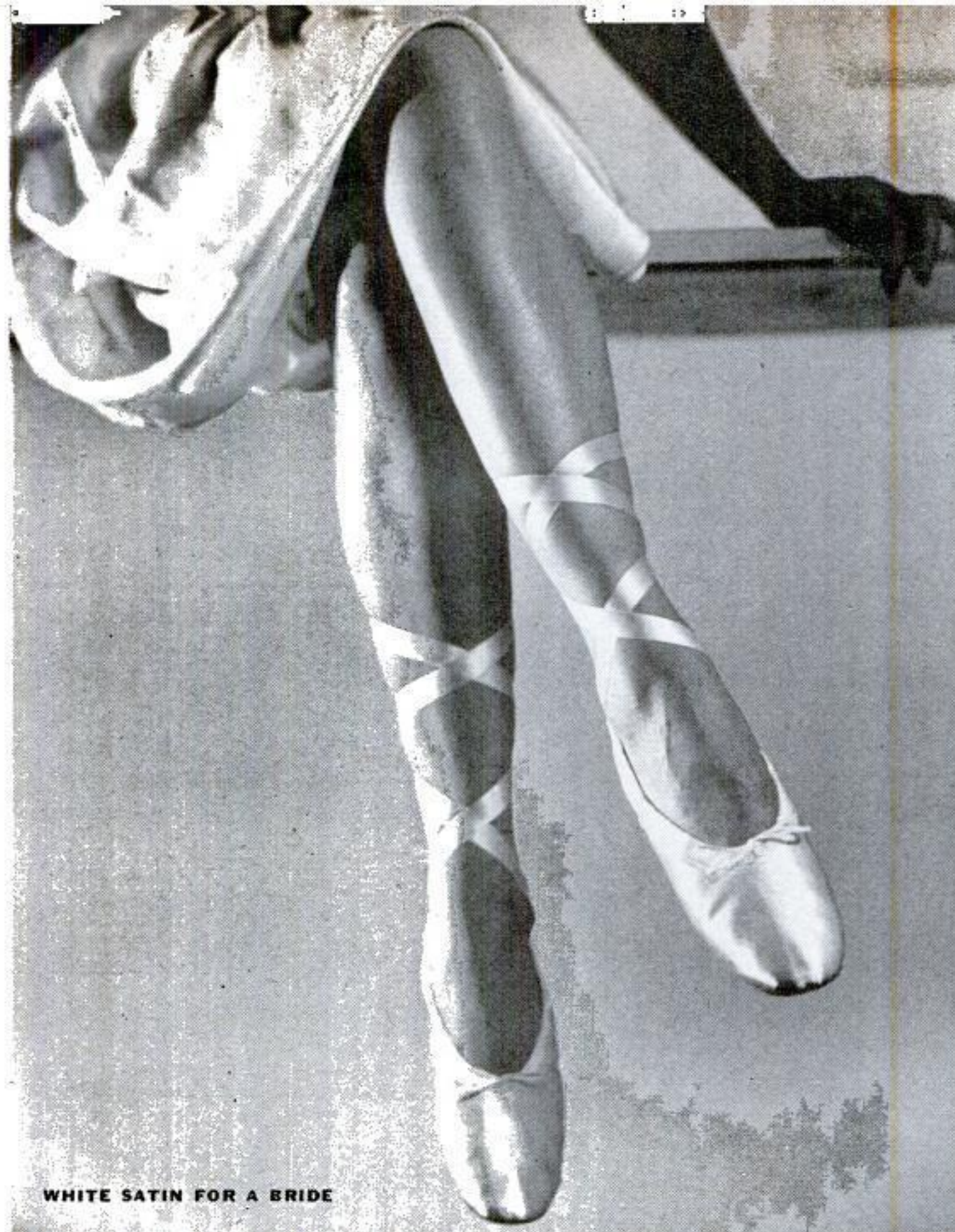


She's even prettier awake! Because she really *rests* while she sleeps—on her *Beautyrest* mattress! A rest she's *earned*, with a full day at the office, plus some after-hours as nurses' aide. (Our country needs after-hours war effort from all of us.) If *you* own a *Beautyrest*, you're lucky. Take good care of those 837 individually pocketed coils, that sag-proof border, those busy little ventilators that keep it clean and fresh! Simmons Company is deep in war production and don't know when they

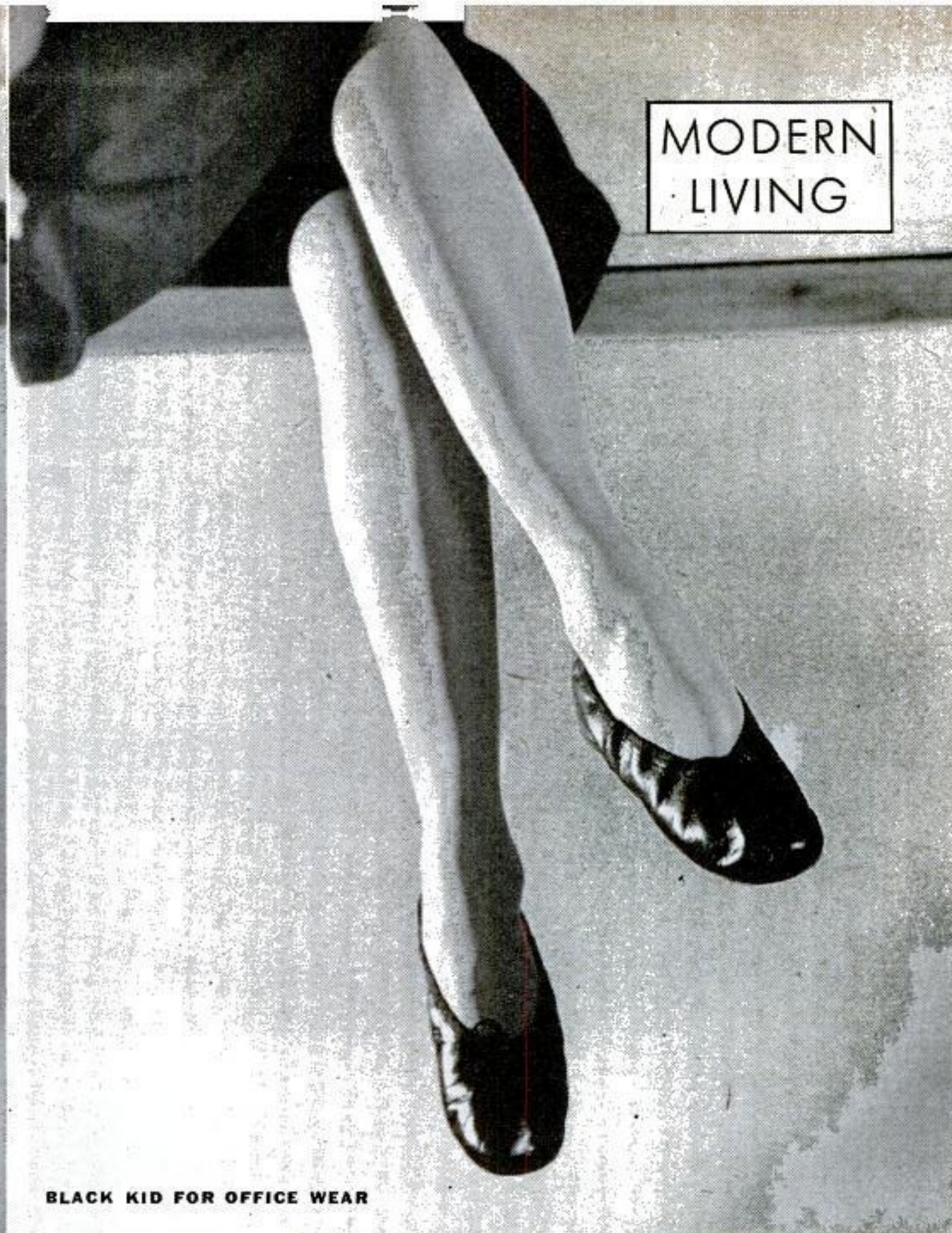
will be able to make *Beautyrest* again. Meanwhile, if you need a *new* mattress see about **WHITE KNIGHT**. It's the mattress-within-a-mattress, with layer upon layer of fine, resilient cotton! Tops in wartime buys at \$39.50! And here's **NEWS**—*Beautyrest* Box Springs are available in limited quantities at \$39.50 each!

BEAUTYREST—The World's Most Comfortable Mattress!

P. S. DID YOU BUY AN EXTRA WAR BOND THIS WEEK?



WHITE SATIN FOR A BRIDE



BLACK KID FOR OFFICE WEAR



BLACK VELVET FOR DRESSY OCCASIONS



COLOR COTTON FOR SPORT CLOTHES

"SOFT SLIPPERS"

Unrationed dancer-type slippers
give girls comfort of bare feet

A growing number of girls who have nothing to do with ballet are wearing "soft slippers" that make them look like ballet dancers. Dancers have worn slippers like these for years. They have flexible soles, round toes, no heels; all of which make them as comfortable as going barefoot. This plus fact that they are unrationed has made soft slippers very popular.

All kinds of women wear soft slippers for all kinds of occasions as the pictures above show. Anne Simp-

kins, photographer, and Renée Thébaud, model, who are shown on p. 121, wear them on their jobs. Paula Thébaud wears them to call attention to her pretty, size-4 feet. Business girls carry them to work in their handbags, then change into them at the office. Girls who bowl, sail or cycle like them because the soles are of nonslippery rough suede. Not long ago a considerate New York bride wore them at her wedding so she would not appear taller than her bridegroom.

"Soft Slippers" (continued)

YES, IODENT COMES IN TWO TEXTURES.
NO. 1 FOR TEETH EASY-TO-BRYTEN—NO. 2 FOR TEETH HARD-TO-BRYTEN. MADE BY A DENTIST TO SAFELY REMOVE SMUDGES—EVEN SMOKE SMUDGE. BEARS GOOD HOUSEKEEPING SEAL. Which do you choose?




IODENT
 TOOTH PASTE OR POWDER

Guaranteed by Good Housekeeping



SLIPPERS ARE OFTEN MADE OF THE SAME MATERIAL AS SKIRT (ABOVE, BELOW)



the girl in the Seamprufe slip

Would you like a lovely slip that's sure to stay lovely? Buy Seamprufes, the trim, smooth-fitting slips that last and last, thanks to extra fine tailoring. Made of Bur-Mil* quality fabrics. Only \$2 to \$3 at good stores everywhere. If your favorite store can't supply you at once, be patient. "Seamprufe" is doing its best today to supply you with lingerie.

*Reg. U. S. Pat. Off.

SEAMPRUFES • 148 MADISON AVE., NEW YORK



DRAWSTRING TIED AT THE FRONT HELPS MAKE THE SLIPPERS FIT SNUGLY

ONE MAN TELLS ANOTHER:



"You'll marvel
 at a Personna shave

"First time you use Personna you'll run your hand across your face and marvel at the job it does! Smooth as ivory at the skin line, no trace of a scratch or burn. Just the sheer luxury of a perfect shave..."

PERSONNA

Precision Double Edge Blades

\$1 per BOX of 10 • Gift Box of 50 \$5

Swedish high-carbon steel...hollow ground and leather stropped to a precision edge. Mercilessly inspected 17 times.

PERSONNA Blade Mail: 10 blades on folder with space for your letter... \$1

If your dealer can't supply you send check direct to: Personna, 599 Madison Ave., New York 22, N. Y.



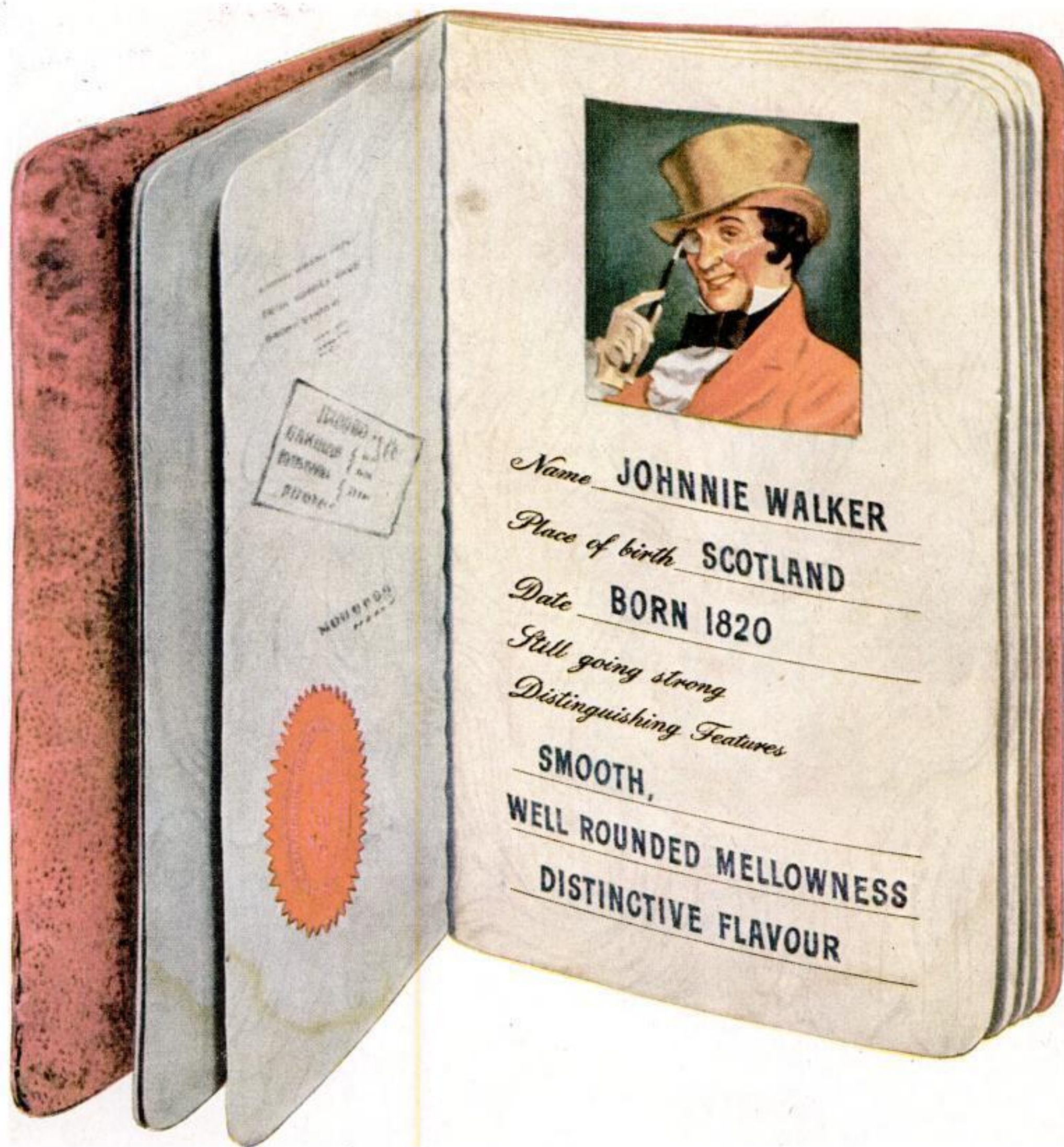
Brentwood
 MIRAPACA
 THE WONDER SWEATER



Mirapaca... America's most advertised sweater... will give you wearing pleasure for many seasons. Light in weight, warm, and feathery soft... it radiates an air of smartness that all lovers of fine sportswear admire. For business or leisure wear there's nothing like a Mirapaca... **\$6.00**

Prices slightly higher west of the Rockies
 BRENTWOOD SPORTSWEAR • PHILADELPHIA • NEW YORK

CONTINUED ON PAGE 121



Passport of a Distinguished Scotch Friend

Popular Johnnie Walker can't be everywhere all the time these days. If occasionally he is "out" when you call ... call again.

JOHNNIE WALKER

BLENDED SCOTCH WHISKY

Black Label • 86.8 Proof

CANADA DRY GINGER ALE, INC., New York, N. Y., Sole Importer



BUY UNITED STATES WAR BONDS AND STAMPS

Newlyweds! **START PLANNING THAT LIVING ROOM NOW!**



YOUR sense of beauty... your good taste and pride in your home... nowhere are they more truly reflected than in your living room. It is, in fact, the room you "live in" most... the room which characterizes your home. And Kroehler living room furniture is not only the ultimate in beautiful styling—but in luxurious comfort and long life.

Every piece of Kroehler furniture benefits from Kroehler's exclusive 5-Star Construction—your assur-

ance of sturdy, enduring service.

So, start planning your Kroehler living room now... let your Authorized Kroehler Dealer help. Remember, the famous Kroehler quality label makes furniture buying a real investment.

KROEHLER 5-STAR CONSTRUCTION ASSURES LASTING DURABILITY

1. Scientifically constructed hardwood frames
2. Noncollapsible spring-filled seat cushions
3. Only clean, sanitary fillings
4. Nonsagging steel web seat under-construction
5. Kroehler quality craftsmanship



Look for the Kroehler Label. When buying living room furniture ask your dealer to show you this mark of Kroehler craftsmanship. It's your guarantee of famous Kroehler 5-Star Construction.

*World's Largest
Furniture Manufacturer*

KROEHLER *Furniture*



Renée Thébaud slips out of her shoes into ballet-type slippers before going on duty at St. Patrick's Cathedral canteen in New York City. She has five pairs of slippers.



In slippered feet, this trio walks through Greenwich, Conn. streets. Anne Simpkins (left) wears orchid cotton; Renée (middle), red cotton; Paula Thébaud, black kid.



An apple a day, my Eye!

One apple proved the law of gravity. Too many apples and one very small boy prove another law of Nature—too much of a good thing can be just too bad! Be gentle with such upsets... take soothing PEPTO-BISMOL!

Never Upset an Upset Stomach! Don't irritate an irritated stomach with overdoses of antacids or harsh physics! Take soothing PEPTO-BISMOL! This pleasant-tasting preparation is neither antacid nor laxative. Its action is different. It spreads a soothing, protective coating on irritated stomach and intestinal walls, thus helping to calm and quiet common digestive upsets. Get a bottle today! Recommended for children as well as adults. Three sizes at your druggist's—or by the dose at his fountain.

Take soothing PEPTO-BISMOL
... to relieve queasy, uneasy, upset stomach; distress after over-indulgence; nervous indigestion; heartburn...

And to retard intestinal fermentation; gas formation; simple diarrhea. If you do not get prompt relief, consult your physician.



Makers of *Unguentine

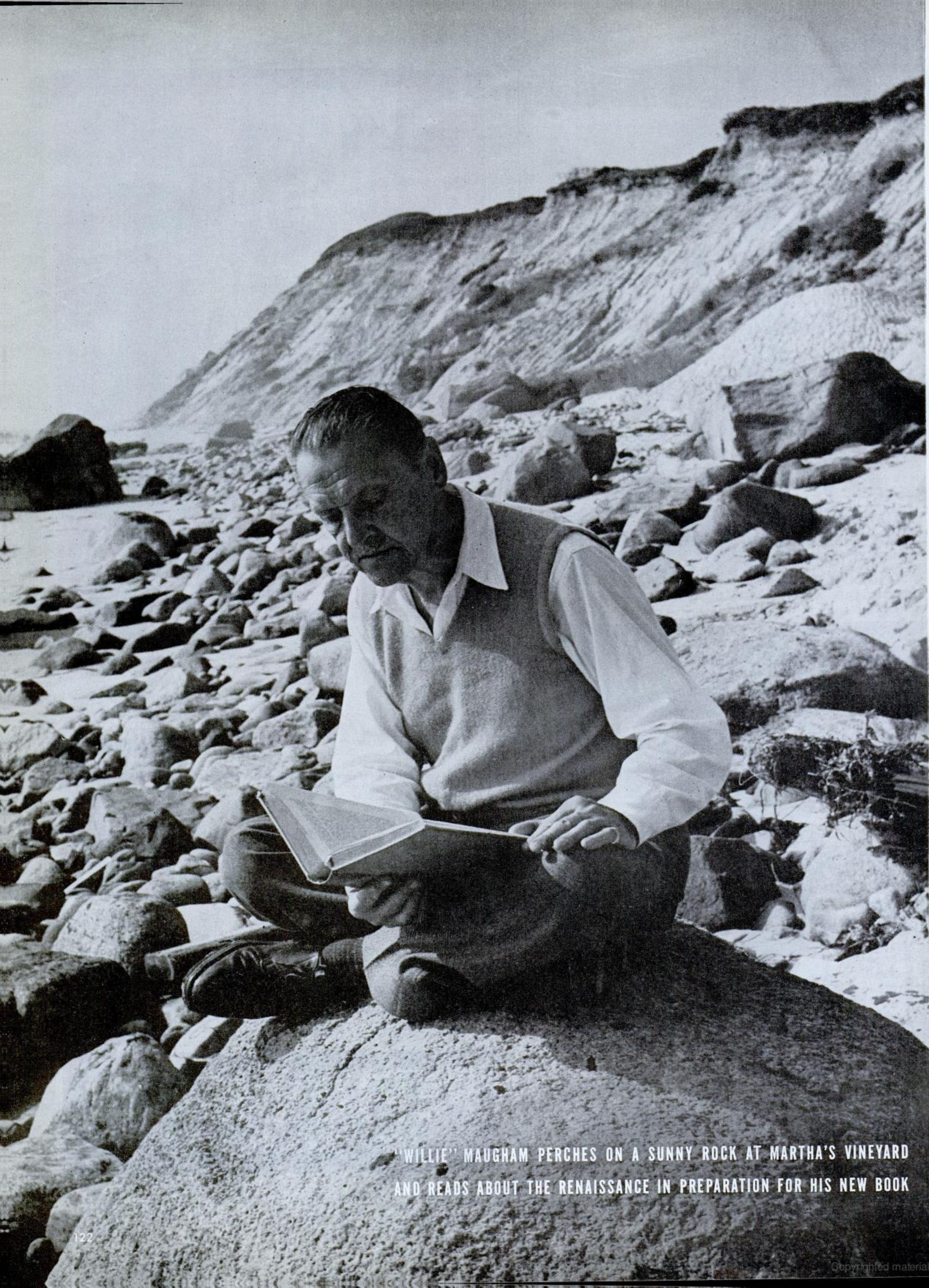
Norwich

PEPTO-BISMOL

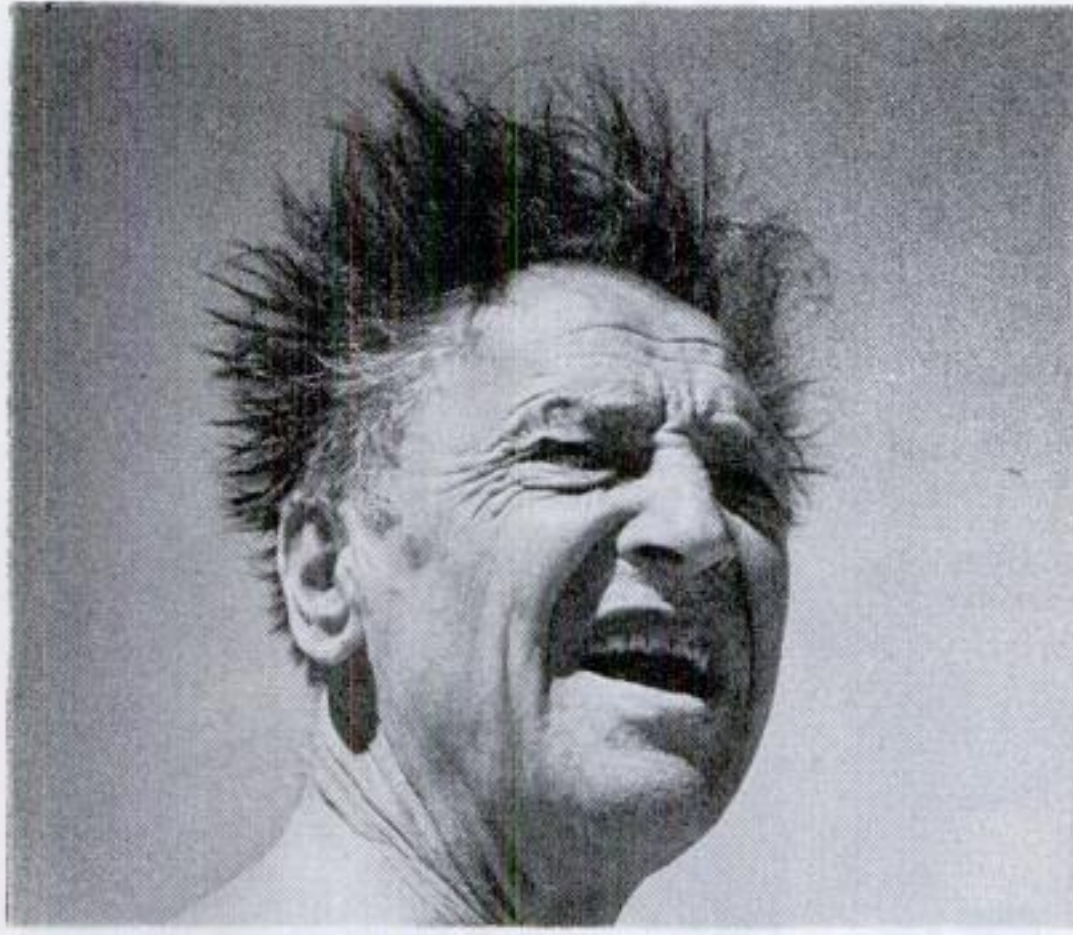
FOR Upset STOMACH

This formula is known and sold in Canada as P. B.

*T. M. Reg. U. S. Pat. Off.



'WILLIE' MAUGHAM PERCHES ON A SUNNY ROCK AT MARTHA'S VINEYARD
AND READS ABOUT THE RENAISSANCE IN PREPARATION FOR HIS NEW BOOK



MAUGHAM'S HAIR HAS PORCUPINE FRIEZE AFTER HARD RUBBING

Life Calls on Somerset Maugham

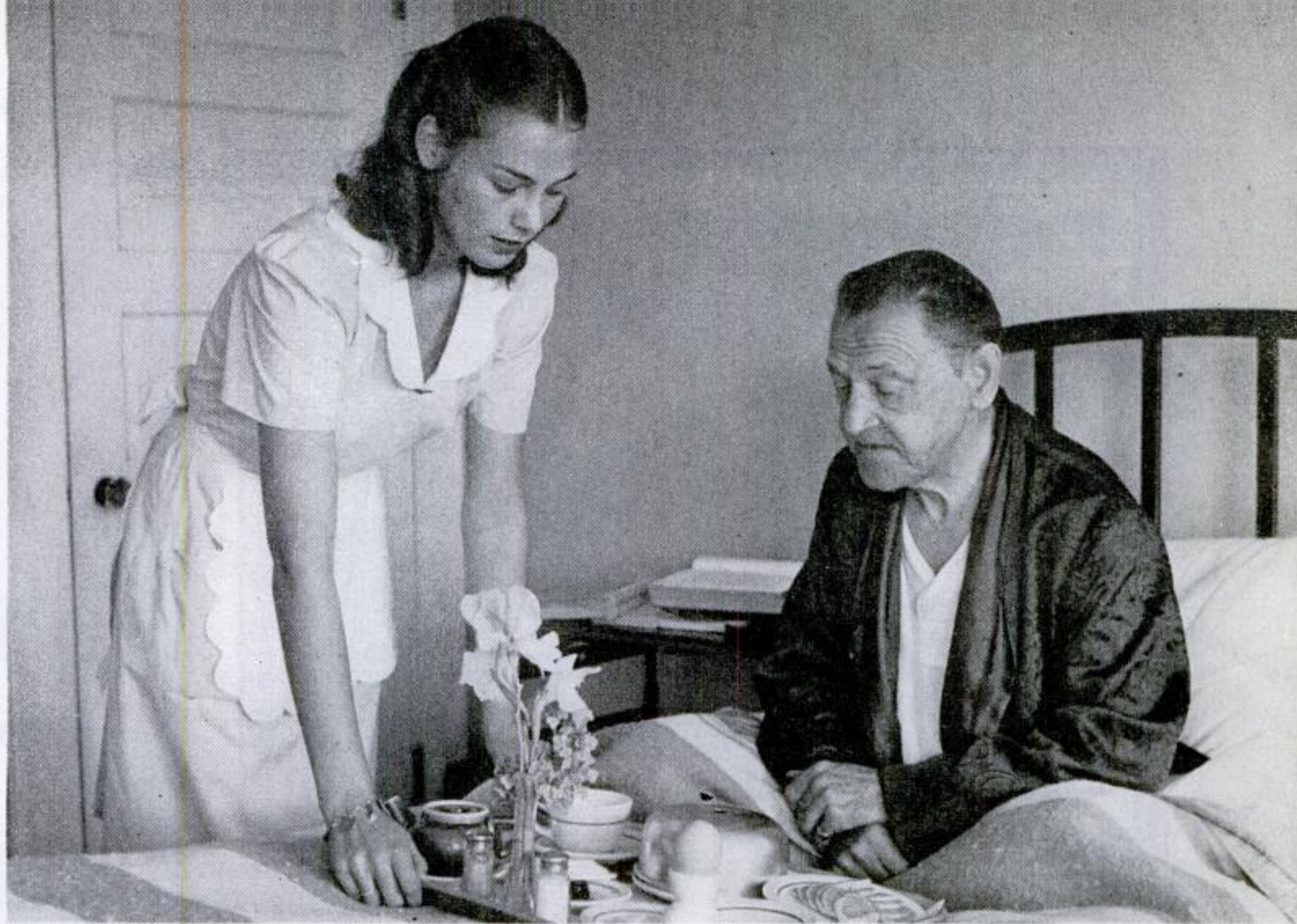
English novelist works on his new book while summering at Martha's Vineyard

W. Somerset Maugham, the most eminent of living English novelists, likes to live comfortably. Before the war he lived in the south of France on Cap Ferrat in his famed Villa Mauresque, recently liberated by the Americans. In 1940, Maugham spent three very uncomfortable weeks getting to England. Since then Maugham has sought comfort in the U. S., wintering on a South Carolina plantation, summering in Massachusetts at Martha's Vineyard. Here he has been working on a new book which will be about the Renaissance.

Being transplanted to the U. S. did not make "Willie" Maugham less successful. Two recent movies (*The Hour Before the Dawn* and *Christmas Holiday*) have been made from his books. His play, *Sheppey*, was revived on Broadway last winter. His new novel, *The Razor's Edge*, is a U. S. best-seller. In this book the novelist has paid tribute to Americans—"that tumultuous conglomeration of humanity, distracted by so many conflicting interests... so wistful of good, so cocksure on the outside, so diffident within, so kind, so hard... so mean and so generous—the people of the U. S."



AT 70, MAUGHAM DECLARES HE IS "QUITE AN OLD PARTY NOW"



Breakfast in bed at 8: sliced oranges, toast and jelly, one boiled egg, coffee. Maugham reads in bed for two hours, then gets up and goes for a swim. When writing a book

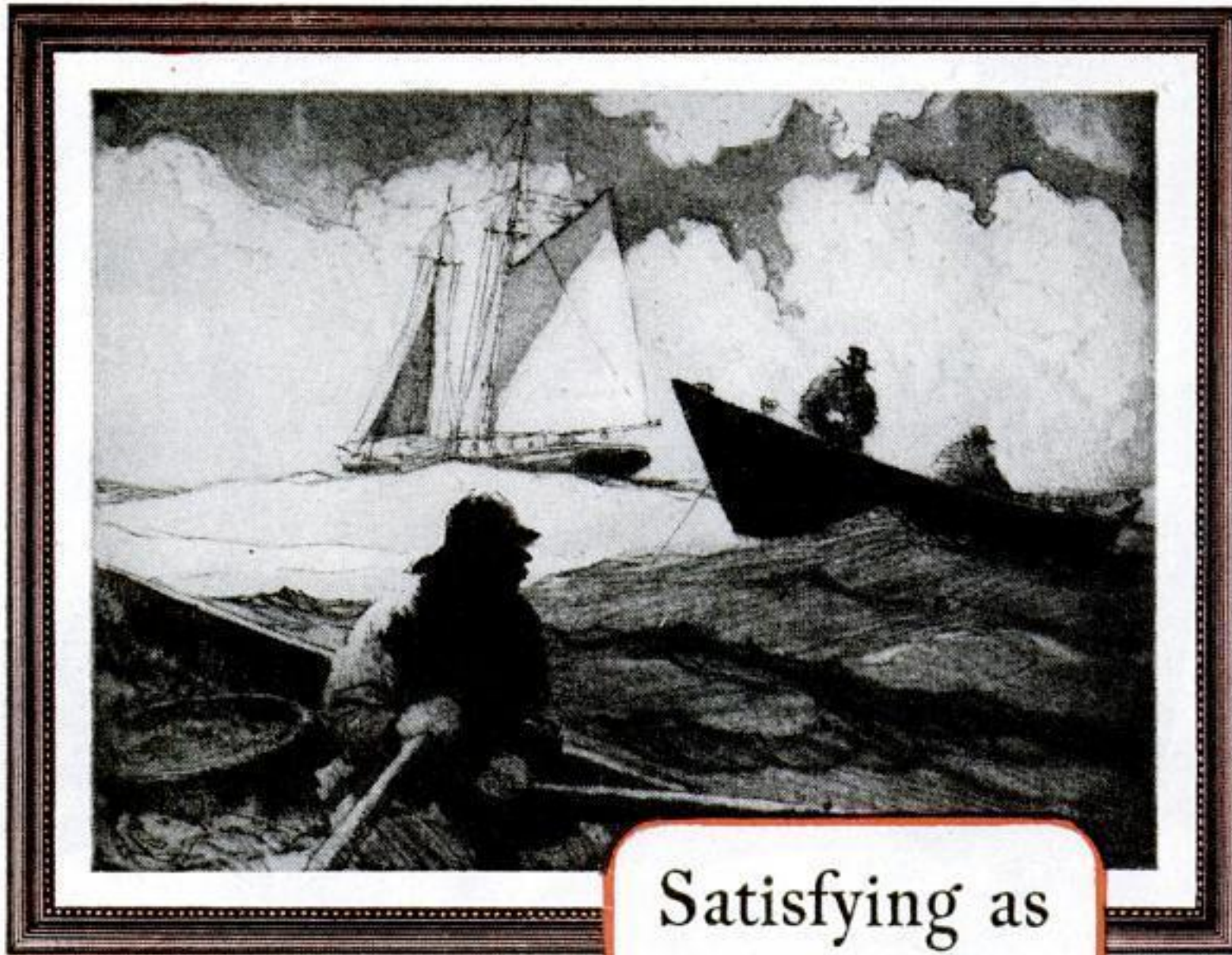
he works every day until 12:30, using a fountain pen. He says writing draws the blood from his extremities, leaves them freezing cold. A short rest and cocktail revive him.



On the porch at the Colonial Inn, Maugham waits for his friends to go with him to the beach, reached by ferry. Maugham suns himself thoroughly, goes for brief swim

just before he leaves. Admirers invariably surround him, sometimes girls (*below*), more often elderly ladies who try unsuccessfully to corral him for dinner or cocktails.





"SEA HARVEST" by GORDON GRANT



Satisfying as
this Grant sea
study...the
American
highball at its
best, mixed with
**FINE ARTS
WHISKEY**

BUY UNITED STATES
WAR BONDS AND
STAMPS



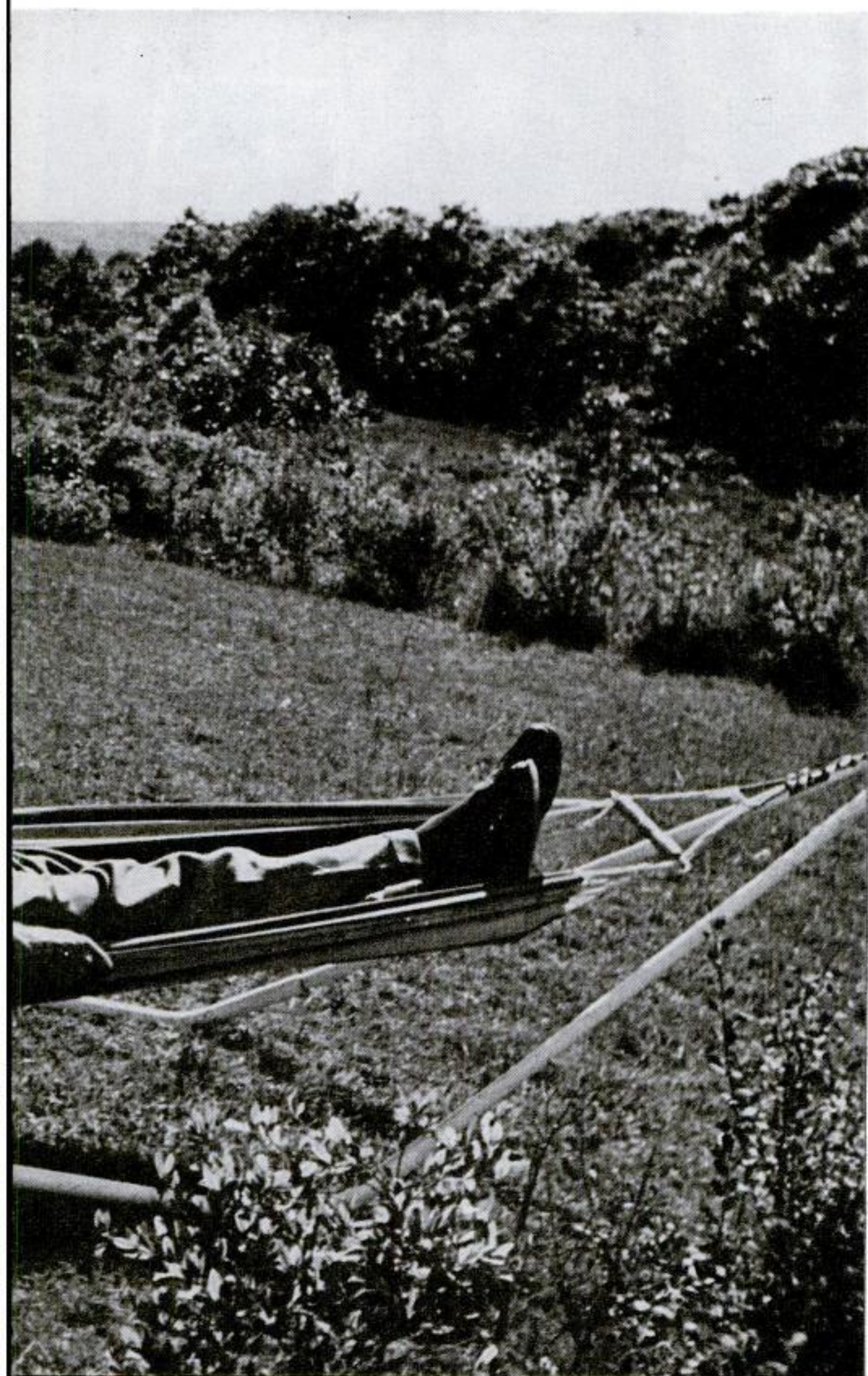
Maugham visits Thomas Benton, Missouri artist, who is working on illustrations for a book on U.S. history. Maugham had many painter friends in Paris years ago.



Maugham loafs at the Bentons'. Ruthless in defense of his own comforts, the novelist has a rigid working schedule which portions his time efficiently between work and



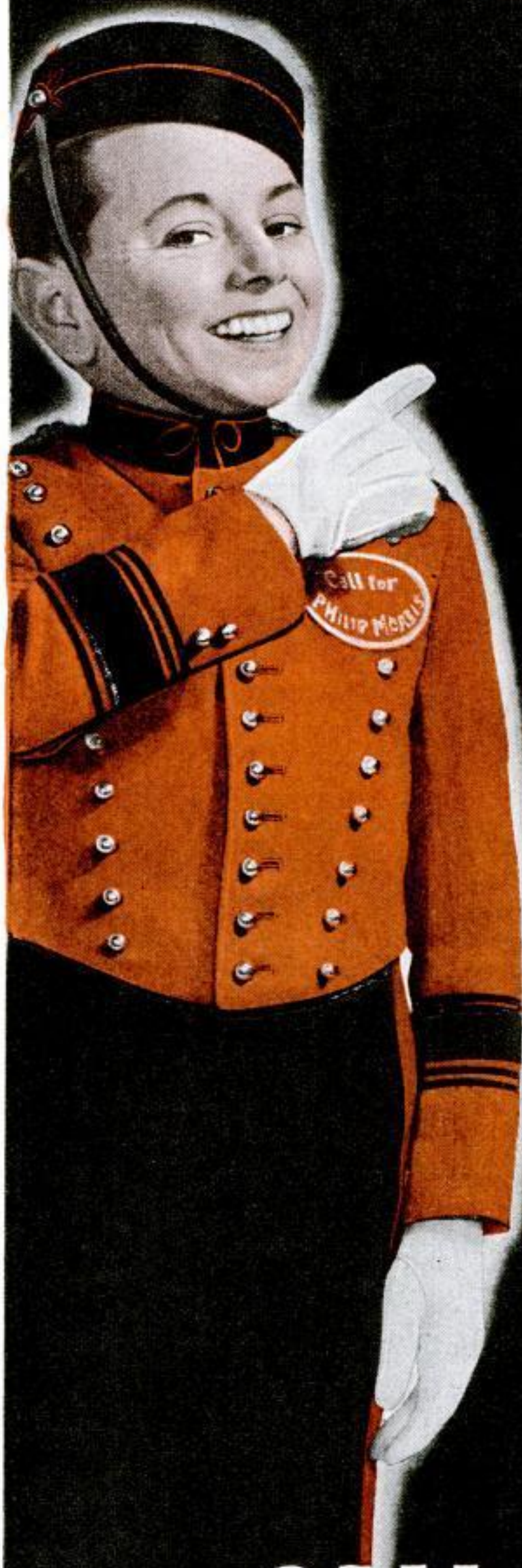
Maugham visits Max Eastman, poet and critic, and cuddles Celestial, one of Eastman's two Persian cats. Maugham says Eastman is the handsomest man he knows.



relaxation. Soon he leaves Martha's Vineyard on Cape Cod and goes to his house on Bonny Hall Plantation near Yemassee, S. C. where he will start writing a new book.

MEDICAL AUTHORITIES RECOGNIZE PHILIP MORRIS

proved far less irritating to
the smoker's nose and throat!



WHEN SMOKERS CHANGED TO
PHILIP MORRIS, SUBSTANTIALLY
EVERY CASE OF IRRITATION
OF NOSE OR THROAT—
DUE TO SMOKING—
CLEARED COMPLETELY OR
DEFINITELY IMPROVED!

—facts reported in medical
journals, on clinical tests
made by distinguished
doctors. Proof that this
better-tasting cigarette is
better for you ... less irri-
tant to nose and throat!

CALL FOR PHILIP MORRIS

America's Finest Cigarette



A "dream"
for two...

SEALY is the mattress of your dreams . . . assurance of individual sleeping comfort for two persons of unequal weights. That's just one more reason why the Sealy Tuftless has received the enthusiastic testimony of over three generations of users. See it today—try it, and convince yourself that you'll feel better and sleep better on a Sealy Tuftless mattress.

SEALY, INC. • 666 LAKE SHORE DRIVE • CHICAGO 11

\$39⁵⁰

Box spring available.
Slightly higher in
Pacific Northwest.

Sealy TUFTLESS MATTRESS

SLEEPING ON A SEALY IS LIKE SLEEPING ON A CLOUD

LIFE'S MISCELLANY

THE FIDGETS

Hollywood radio actress Shirley Mitchell, 24, is a very busy girl. As the widow Leila Ransome in *The Great Gildersleeve*, as the eager maiden Alice Darling in *Fibber McGee and Molly*, as a performer in half a dozen other shows, she drives herself hard. All this gets Shirley \$25,000 a year. But it also gets her very nervous. As a result she fidgets in rehearsal. These pictures show the various positions Shirley assumes while she reads her script.



RESTING ONE FOOT ON BOTTOM RUNG, SHIRLEY STUDIES RADIO SCRIPT ON STOOL



CROSSING LEGS, SHE LEANS ON ARMS



TIRED, SHE HANGS ONTO THE STOOL



PERCHING IS JUST AS UNCOMFORTABLE



BALANCING IS GOOD BUT PRECARIOUS

Sally Silex
SAYS:
"BE SMART ABOUT COFFEE!"

Serving from **SILEX**
is good taste...
Coffee from **SILEX**
tastes good.



ONLY A
Genuine
SILEX
CAN MAKE
SILEX
COFFEE



*REG. U.S.
PAT. OFF.

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GLASER
EVERBEST
Preserves and Jellies

SEEDLESS
CHERRY JAM

Mm! Fresh-cherry goodness
and aroma—right from the
orchard! Spreads
with the butter-
smoothness of our
famous seedless
black raspberry...
and tastes just as
richly delicious!

GLASER, CRANDELL CO.
CHICAGO 8

NEW! Another
delicious specialty
created by
EVERBEST!



Nail Clip



This La Cross implement is pre-
cious. If you own one, treasure
it. At the present time, the man-
ufacture of manicure implements
is sharply curtailed.

All genuine La Cross implements
are stamped—LA CROSS +

La Cross

For more than four decades,
America's Finest Manicure Implements
SCHNEFEL BROS. CORPORATION, FIFTH AVE., N.Y.

LIFE'S MISCELLANY (continued)



STOOL GETS PUSHED OUT OF THE WAY



THEN ITCH DEVELOPS AT THE WAIST



HUGGING MICROPHONE SEEMS BEST

Time, LIFE, Fortune and the Architectural Forum have been cooperating with the War Production Board ever since Jan., 1943, on the conservation of paper. During the year 1944 these four publications of the Time group are budgeted to use 73,000,000 pounds (1,450 freight carloads) less paper than in 1942. In view of resulting shortages of copies, please share your copy of LIFE with your friends.

Founded **P&T** in 1840

*From the Treasured
Stock of a Century
Old House*



PARK & TILFORD
Private Stock

*America's
Luxury Whiskey.*

PARK & TILFORD DISTILLERS, INC., NEW YORK, N. Y.
A BLEND OF STRAIGHT WHISKIES • 86 PROOF

THREE WAYS TO JUDGE THIS SHIRT



JUDGE THE FABRIC
—IT'S TESTED FOR
SHRINKAGE AND WEAR



JUDGE THE COLLAR
—IT'S HAND-MEASURED
AND LOW-SLOPED



JUDGE THE FIT
—IT'S MAN-FORMED
AND SIZE-FIXT

IT ALL ADDS UP TO
Manhattan
SHIRTS

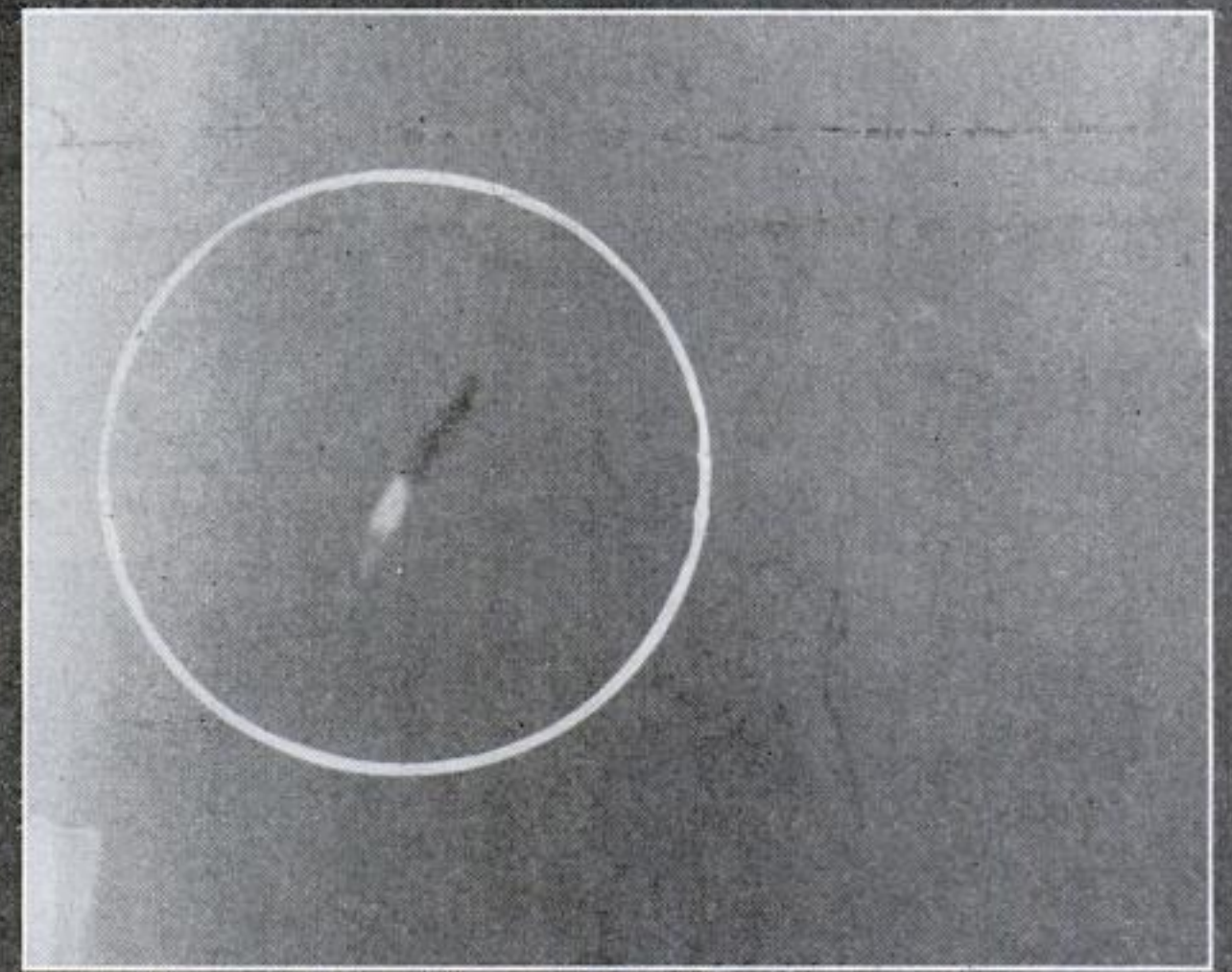
No one is a better judge of a shirt than yourself—after you've worn it. A Manhattan makes a magical difference. You *sense* the smooth fit of the collar sloping to the lines of your neck. There's trim comfort in a Manhattan's Man-formed shape. The fabric has the *feel* as well as the look of quality. Your *judgment* will tell you that it all adds up to the most satisfactory shirt you've ever worn.

Buy More
U. S. War Bonds

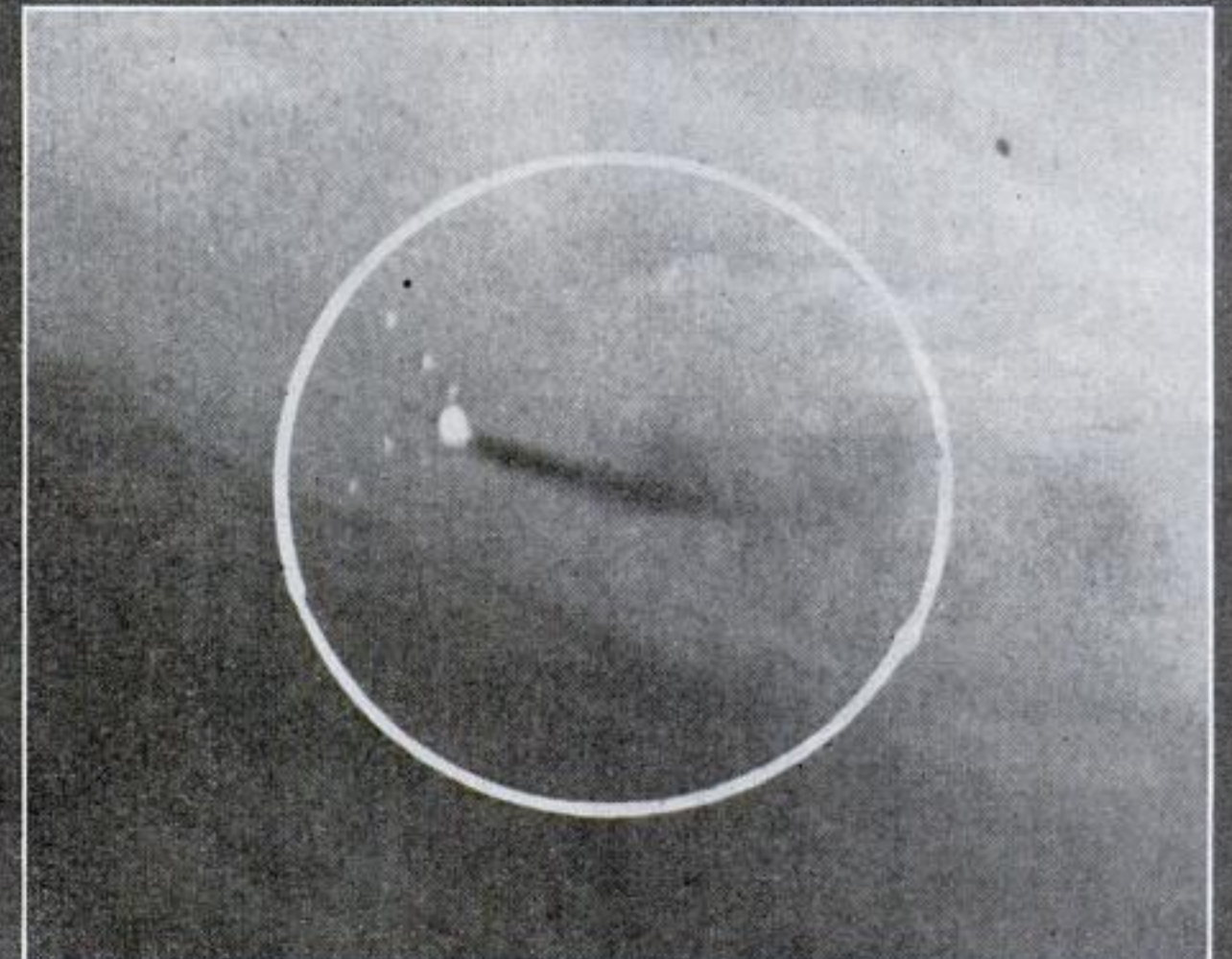
LIFE'S MISCELLANY (continued)

KNOCKDOWN

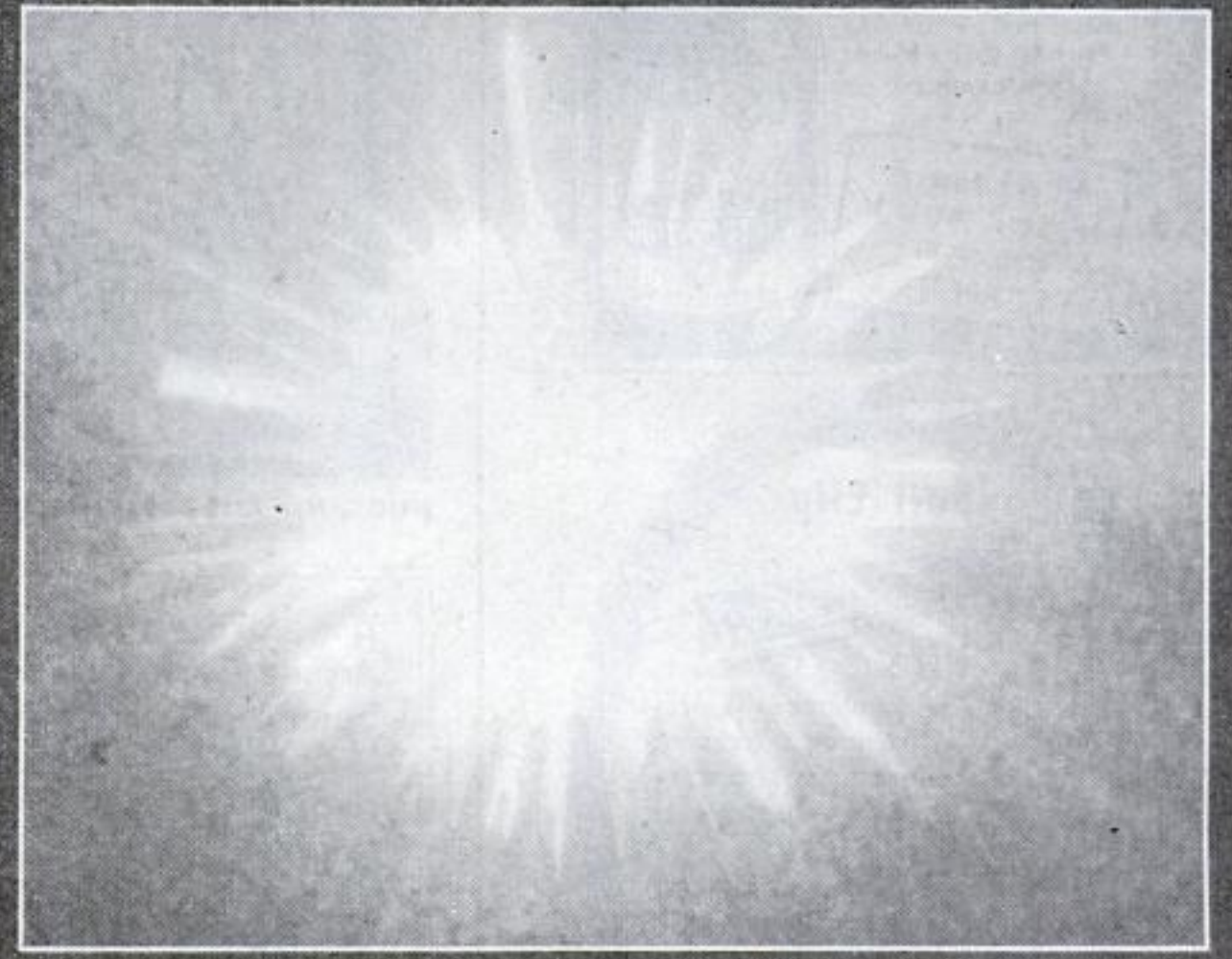
One way the Allies used to stop robot bombs was to get up in the air with them and knock them down. These pictures, taken by a camera in the wing of a fighter plane, show a bomb in flight and tracer bullets hitting and exploding it. Another way to stop them was to shoot them down with anti-aircraft fire. But the only sure way was to capture the launching platforms.



BOMB'S EXHAUST LEAVES WAKE OF SPARKS AS IT SOARS OVER ENGLAND



PLANE ATTACKS, SENDING TRACER BULLETS FLYING INTO BOMB'S TAIL



WITH A BLINDING EXPLOSION ROBOT BOMB WASTES ITS FORCE IN AIR

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No more one-way banquets

One of America's big tasks is to see that everyone eats and that none goes hungry—that things essential to all are shared by all instead of by a few.

That's why the limited national stock of vitally essential things can't be handed out by feast-or-famine ways—for if all might have everything they want, too many would have far less than they need. The rationing of needed things is a sample of American sense—and sense of fairness.

But while these are lean days for the wanters of many things, some of the most pleasant things are priority-free—you can still enjoy a good highball.

And you will particularly enjoy one made with IMPERIAL. For this famed blend is actually "velvety"—which adds to IMPERIAL a distinguished smoothness, an extra goodness, a mellowness you'll like.

Ask for IMPERIAL—and get all the enjoyment a really fine whiskey can give you.

BLENDING WHISKEY. 86 proof. 70% grain neutral spirits
Hiram Walker & Sons Inc., Peoria, Ill.

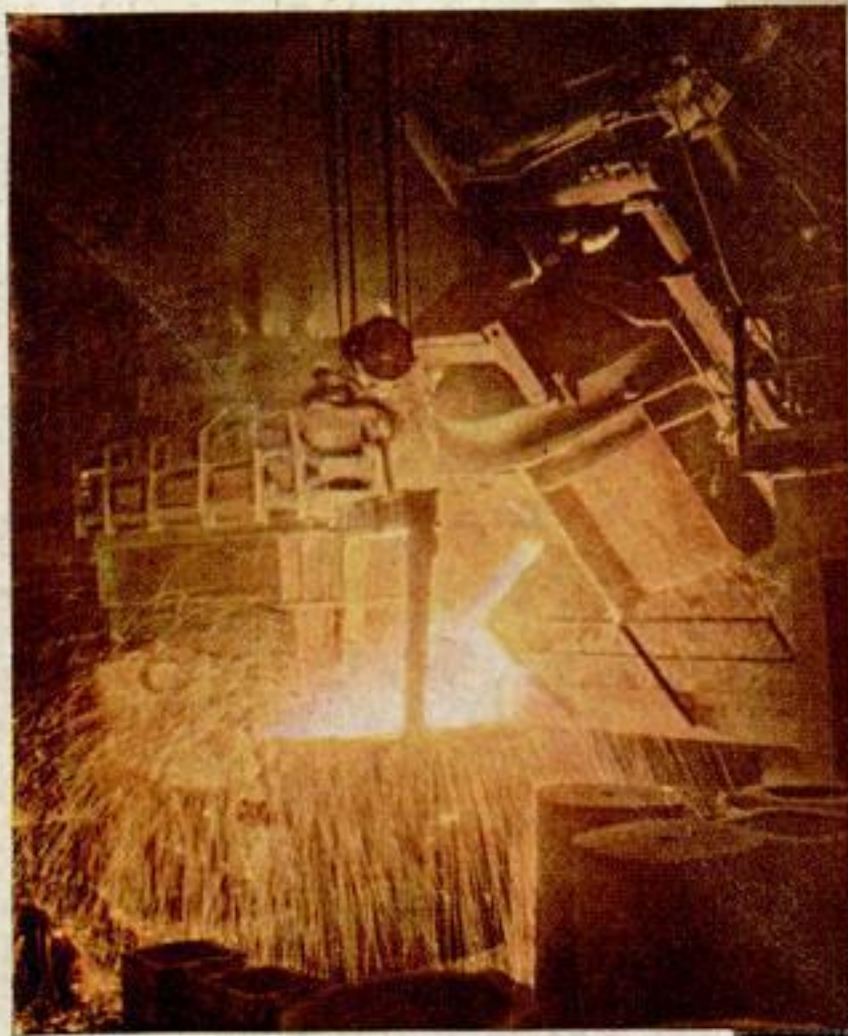
IMPERIAL

*... "velvety" for
extra smoothness*

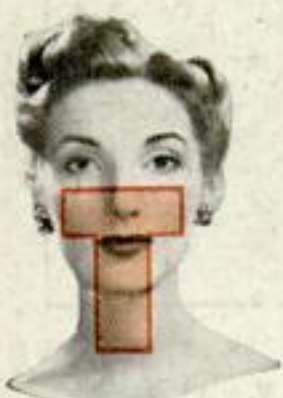


The girl behind the man behind the gun

Husband in Army, Helen O'Brien takes job in Crucible Steel munitions mill



TESTING STEEL...planting crops...making munitions...cracking secret codes...jumping parachutes...flying planes...designing camouflage...the women of America are in war service today. And, as with men in the service,* just ask them, too, which cigarette rates the title "favorite."



The
"T-ZONE"
—where
cigarettes
are judged

The "T-ZONE"—Taste and Throat—is the proving ground for cigarettes. Only *your* taste and throat can decide which cigarette tastes best to you...and how it affects your throat. Based on the experience of millions of smokers, we believe Camels will suit your "T-ZONE" to a "T." Try them.

R. J. Reynolds Tob. Co., Winston-Salem, N. C.



"Camel's our cigarette," she says, "both his and mine. They're swell... so mild, but full of flavor, and always fresh! And they never go flat."

THE FURNACE roars... and the night sky blazes bright orange for miles around. Steel... steel... more steel gushes molten and white-hot for the weapons of war, and victory.

It's a tough business, a *man's* business, but women are in there too. Like Helen O'Brien at the microscope that searches steel for flaws. Her husband's in the war—and so is she. And after a day's work at Crucible Steel she's *earned* the pleasure she gets in the fragrant, blue-swirling smoke of those richer, mellower Camels. "There's no cigarette like Camel," she declares. "It has a flavor all its own that never goes flat, and I find that I can smoke as many as I please."



"TIME OFF" for fun and a change of scene. No change, though, of cigarettes... still and always Camels. "No other cigarette has the same fine blend of mildness and richness," she says.



Camels

First in the Service

*With men in the Army, Navy, Marine Corps, and Coast Guard, the favorite cigarette is Camel. (Based on actual sales records.)